A way with words

Posted on Oct 25, Posted by Juliette Kemp Category Journalism

It's funny isn't it. For this particular writer the word Blog might have well been Block. A four-letter word that certainly didn't require repeating due to it's mind-sweeping qualities. I love words: a well-honed phrase, some clever wordplay, copy that has a rhythm and a music all of its own.

I may not always agree with The Sun newspaper but I certainly enjoy the skill and wit of the headline writers.And it's not always the banner front-page headlines - some of which have remained talking points for decades.

No the greatest admiration and pleasure is reserved for those single column, sometimes single word, gems.

- **Hair trigger** - an Austrian woman is saved by the drier she is sitting under



when the gun her hairdresser was fooling around with went off (extraordinary in itself)

- **Lost and pounds** - only four lines. Heathrow Airport's lost property office locatesan OAP's missing bag containing £70,000.

I earn my living writing words - why should all thoughts of a blog clear any coherent creative thought from my head.

But then seeking inspiration I found www.copyblogger.com or, more to the point, I found Robertbruce's excellent blog and there, where he cites a story of legendary American copy writer Eugene Schwartz who wrote a hit ad from notes taken during a four-hour meeting with a client.

Bruce writes: "Schwartz knew how to write a powerful direct response ad. The client didn't. Schwartz was smart enough to know that the client knew (in this case) his own product better than he ever could, and simply translated that knowledge and passion onto paper.

The ideas were sitting in the client's head and Schwartz knew exactly what to do with them." And I knew exactly what he was talking about and immediately the muse was flowing for of course, that's what we at Crucial PR are all about.

Generally, in life, people work at doing what they do best but they might not be the best at telling others about it.

So we do what we do best, using our love of words, our knowledge and our passion, into transferring our clients ideas from their heads onto paper, onto social media platforms and out to the worldwide web.

Don't worry if you don't think you've got anything interesting to say, leave that to us. We love talking to people and we love to listen - and we love to let our words do the rest.

Tags: Crucial PR , Eugene Schwartz , Robert Bruce , The Sun , writing