



Welcome To the World of Information Overload

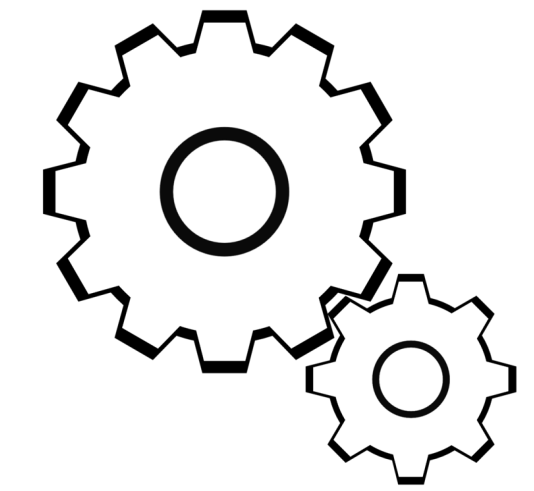


# Attention Span Challenge

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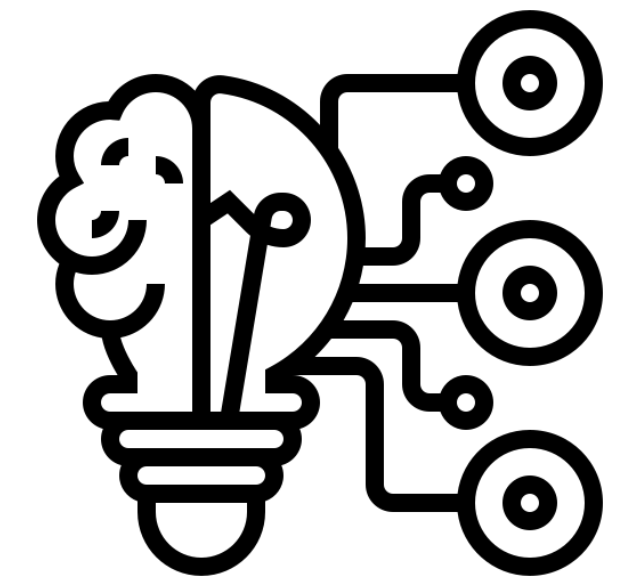
## Then: Traditional Copywriting

- Focus on long-form content for more patient audience
- Countless press releases and announcements unread



## Now: Online Copywriting

- Fewer words to describe increasingly more complex concepts before losing reader's attention
- A focus on quantity, quality, and headline visibility



# Attention Is Everything

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How can customers buy from you if they don't know you exist?

Smart marketers treat company brands like personal brands: accessible, fast-moving, reactive.



# A Move to Active Content Creation

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- Content has to be engaging, useful, and concise to be noticed.
- Customers expect brief interesting snippets on a daily basis.
- ATM - Always Top-of-Mind



# You Need a Full-Service Content Creator

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Where You Are Now:

- **Writing by committee.**
- **Content creation as a second-tier speciality.**
- **Content is lost to the flood of social media and press releases.**

Where You Want to Be:

- **Findable and clickable content that converts.**
- **Writing that is discoverable and fun to read.**



“Typewriter’s tech-centric writing delivers. They take in a brief and translate it in a way that makes things compelling and relatable. They’ve been a great partner.”

–Mariela Azcuy, Carve Communications



“I rely heavily on Typewriter and they do not disappoint. They are fast, accurate, and flexible. Lastly they’re such a pleasure to work with. I would highly recommend them.”

–Hilda Medina, Procore



# Our Team

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- 23 years of experience writing about technology for major outlets
- Expertise in technology, hardware, fintech, artificial intelligence, quantum computing, blockchain, and much, much more.
- Masters at entertaining while informing

Our writers built the content empires of today.



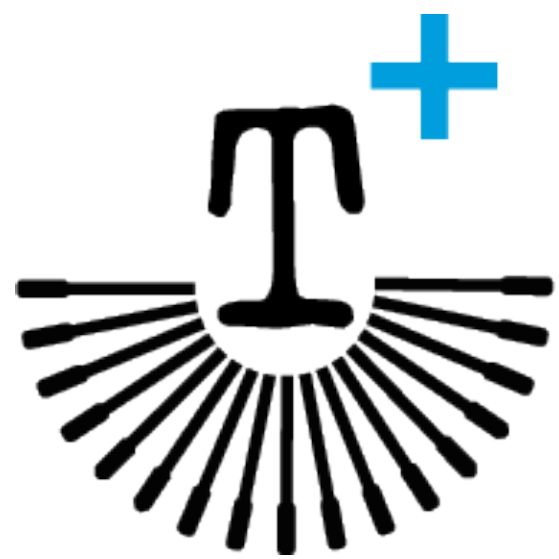


# What You Get

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- Your ideas in a succinct, intelligent form while entertaining and engaging the reader
- SEO-optimized content that truly converts
- A base of evergreen content to bring you top of mind in your industry





# Typewriter.**plus**

Your on-demand editor

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