

## The Writer's Guide to Corporate Communications

Mary Moreno



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This reference contains everything the freelance writer needs to succeed in the lucrative field of corporate communications. This book is a complete guide to the techniques and creative skills needed for success. Coverage includes: how to write for videos, speeches, sales meetings, brochures, Web sites, and more; how to think creatively and strategically; how to find clients, market skills and develop a portfolio; and how to negotiate and set fees. Included are treatments and scripts, as well as exercises which provide the writer with a sample portfolio to help land assignments. "An incredible source book for anyone who's working to build a career or a business in corporate communications. As someone who's been on both sides of the desk, I feel that Moreno delivers one of the fines how-to books on the subject." —Mary Lou Quinlan, CEO and President, N.W. Ayer & Partners.



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