

GET AT THE HEART OF YOUR BUSINESS.

All successful businesses, large or small, have one thing in common—lots of customers. A lot goes in to achieving those three little words besides having a marketable product. Your business must have a vision from which all else stems, including your mission statement, image and reputation, and your relationship with your customers. This relationship begins with your advertising.

Get At The **CORE** of Your Market

Take the product “Apples and Eve,” for instance, a juice that’s made up of 100% apples. This product has become successful by powerfully communicating its key benefit: that the best-tasting apple juice is 100% juice, with no added sugar, chemicals or preservatives. From the inception of its name, this juice has become synonymous with “apples. . . and nothing but apples.” The approach was so effective they actually created a market for 100% pure apple juice.

Get At The **CRUX** of Your Message

Their jingle goes, “that’s what you get with Apples and Eve.” And that’s what their audience gets—every time they see an ad—bushels and bushels of juicy red apples, straight from Eve’s garden. The advertising gets right at the heart of the matter.

Get At The **ESSENCE** of Your Company

Whether you sell apples or macintosh computers, every promotion you develop should have a consistent voice from which your company speaks. Like a story that’s ever unfolding, each new piece should bring something different and valuable to your audience—always building your relationship.

That’s what selling is all about: being in relationship. Reliably. Consistently. Responsibly. Open to possibility—whatever type of business or service you provide. Whether you’re creating an ad, capabilities brochure or annual report. For successful advertising, get at the heart of your business. If this approach appeals to you, **call Gail Harris Creative**. Together, let’s get at the heart of your business. And bring it to the world.



GAIL HARRIS CREATIVE. GET AT THE HEART OF YOUR BUSINESS

“Gail captured the essence of our biotechnology and communicated it in easily understandable language. She created an exciting and innovative capabilities brochure that we’re all very proud of. It was a pleasure working with her.”

Anthony Rotunno—Director of Marketing and Operations, Marathon Biopharmaceuticals

“Advertising sales in the natural products category for *New Age Journal* have risen substantially this year, due, in part to the wonderful promotional brochure Gail wrote to help us target this market segment.”

Josef Kottler—Advertising Director, *New Age Journal*

“Gail learned about our products and picked up the **Bose** voice quickly, whether writing copy for our website or with our print campaigns. I appreciate her powerful headlines followed by strong sell copy.”

Steve Pasto—Copywriting Manager, Bose Corporation

Gail Harris is a freelance copywriter and consultant with almost 30 years of corporate, agency and consulting experience. She’s created successful advertising for dozens of clients in a wide range of industries by helping them bring their unique message to the market in innovative ways. Gail brings what she values most in life to her business: authentic communication, honesty, integrity and possibility. Her work has been recognized with an ANDY Award, a Circulation Excellence Award, a first place IMMY Award and seven McGraw-Hill Design Competition Awards.