

An example of a marketing document edited by Kay Ross
Here's the unedited "before" version:



A non-profit organisation to promote the interests of business owners

Pricing Tricks

How to get more \$ from your customers

Tuesday 23 January 2007

Registration 12:15pm; seminar ends 2pm

Admiralty Learning Centre, 3/F Far East Finance Centre
16 Harcourt Road, Admiralty
(The gold-coloured building next to the Lippo Centre)

Members \$250; guests \$295 (includes sandwich lunch)

Early-bird discount if your payment is received by 16 January 2007

Non-members, including men, are welcome

Whether you are a new or established business owner, setting pricing for either a product or service is something that we all struggle with. Pricing strategy has not become an art form and understanding the psychic of the buyer is even more critical in today's world. This seminar will try to answer some of the standard questions of : 1) What are different methods to calculate prices? 2) How do you better evaluate how your customer will value your product or service? 3) Is setting a price for a service different from setting a price for a tangible product? 4) When do you decide on a price adjustment and how do you initiate it? 5) How do you monitor and use discounts and promotional prices to maximise your profit?

Organiser: Sophie Paine

ENQUIRIES: Esther Lowe Tel: 2541 0446 Fax: 2581 0574

Email: esther@hkwboc.org Website: www.hkwboc.org

NAME: _____	FAX: _____
GUEST NAME(S): _____	TEL: _____
\$250 members; \$295 guests I enclose a cheque for \$_____ made out to Women Business Owners Club	
Please send your cheque to: 1608 Eastern Harbour Centre, 28 Hoi Chak St., Quarry Bay	
OR: if paying by Visa/Mastercard, Please debit my <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard HK\$_____	
and fax to 2581 0574 to register	
Card Number: _____	Expiry Date: _____
Cardholder's Name: _____	Cardholder's Signature: _____
No refunds, but you may send a replacement	

***EARLY-BIRD DISCOUNT** Members: register and pay at least 7 days in advance to save \$50

See Kay's edited version below.

And here's the "after" version, as edited by Kay Ross:



A non-profit organisation to promote the interests of business owners

Pricing Strategies
– how to maximise your profits and keep your clients happy

Tuesday 23 January 2007
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16 Harcourt Road, Admiralty
(The gold-coloured building next to the Lippo Centre)

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Whether you're a new or an established business owner, you're probably struggling with how to set your prices for your products or services – and you're not alone in that struggle! Pricing can be confusing and complicated, even for experienced business owners, because you have to balance your need to maximise profits with the desire of your clients to maximise value. So understanding your costs and the behaviour and perceptions of your clients is critical.

Come to this lunchtime seminar to get answers to these key questions: 1) What are some of the methods for calculating prices? 2) How do you measure the value – to your clients – of your product or service? 3) Is pricing a service different from pricing a tangible product? 4) When should you adjust your prices, and how should you introduce your new prices to your clients? 5) Are discounts and special promotional prices effective?

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Do you agree that the “after” version is more effective?

Here's what I did:

- changed the title and the sub-title of the event to make them more compelling and appropriate, from a marketing point of view. I felt that the word “tricks” and the phrase “How to get more \$ from your clients” presented a very negative and unappealing image of the WBOC and its members;
- changed the weak phrase “This seminar will try to answer...” to the strong call to action: “Come to this lunchtime seminar...”;
- simplified the language and the sentence structure of the text.

Sophie Paine, the event organiser, commented about my revised version: “It is much much better. I didn't like the title and subtitle either. These ones convey exactly what the seminar should be about.”

If you'd like me to work my magic on YOUR marketing communications material, contact me today at kay@kayross.com.

Kay Ross

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