



Content – Government Writing (copy)

Copywriter: Anne Schwab

As the world's largest buyer of good and services, the United States government purchases copywriting services. A creative copywriter—whether a full-time government employee or a part-time freelancer—helps the federal government and associated departments as well as state and local agencies and assignees to promote a positive image, as well as display products and services in a favorable light with compelling words and phrases. Occasionally, a copywriter with a good design sense may be called upon to help with the layout as well.

Copywriters construct copy products including: websites, internal communications, naming/branding/slogans, B2B (business-to-business) marketing, B2C (business-to-consumer) marketing, and print.

WEBSITES—let you say something to the world, and display products and services to the government marketplace nationally and internationally. An effective website allows people to find you from anywhere in the world—to learn your agency story, find new-employee opportunities and develop relationships with new customers. Just as importantly, a website allows you to create an interactive blog to grow your agency visibility, and display your professionalism.

INTERNAL COMMUNICATIONS—encourage communications at all levels of an agency using the power of a copywriter's words to bring people together; to educate employees on industry trends, and offer training and college courses. Employees are encouraged to interact, to work together to generate and present new ideas; and to socialize after work. Importantly, the bosses, administrators and management are encouraged to interact with employees. The copywriter assumes a personal, familiar tone online that is both engaging and compelling to keep employees engaged. Perhaps free lunches encourage attendance to learn topics involving corporate change, introduction of new software, new employees, a change in employee status, new accounting practices, or a pending move. Also, fun social engagement like celebrating birthdays, births, marriages and special events are encouraged.

THE AUDIENCE—Government produces two main divisions of writing products recipients:

B2B (business-to-business) which refers to the informational aspects of marketing, rather straightforward as it shares data with other businesses, institutions, agencies and organizations. And,

includes (ROI) return on investment which tells the financial story in revenue numbers that hold little interest for the every-day person. B2B marketing directs campaigns at those who influence purchasing. B2B marketing assumes a conversational and relevant tone—less formal.

B2C (business-to-consumer) focuses on selling directly to the end-user consumers and spurred the rapid growth of the commercial Internet in the 1990s. Years after the .com bubble, with more people online than ever, and better revenue models, B2C companies are flourishing online.

NAMING/BRANDING/SLOGANS—Created by a super creative copywriter, writers often are tasked with the naming and branding of new products and services. A catchy compelling slogan/tagline demands attention and brings new eyes.

PRINT—A copywriter develops companion print materials like brochures, flyers, books, training manuals, programs announcements. Many print materials also appear online, others are disseminated at conferences and meetings, and to employees inside and outside the agency.

The government looks for outstanding copywriters for full-time employment or to help with a temporary overflow or vacation relief, as well as a regular part-time talent source.