

Spice up your technical content

Press releases

*Success
Stories*

Case Studies

*Technical
Documentation*

Presentations

Ad Copy

Brochures



Sure pictures often stave off the need for words. But they don't replace them! Your technical differentiator still needs textual explanation.

Editors and journalists urge you to eliminate the following buzzwords from your marcom lexicon and your next press releases:

- Best-of-breed ■ Leading ■ Seamless ■ Customer-centric
- Leading provider ■ Solutions ■ Cutting edge
- Mission critical ■ State-of-the-art ■ End-to-end ■ Robust
- Value-added ■ First-mover ■ Scalable ■ Web-enabled

So either pull out the thesaurus or find a pen to hire.



The Iris Company

facts with flair

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