

# *Spice up your technical content*

*Press releases*

*Success Stories*

*Case Studies*

*Technical Documentation*

*Presentations*

*Ad Copy*

*Brochures*



**S**ure 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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