

## Why Write From Scratch When You Can Rewrite (or Vice Versa)?

Something has been bothering me about the Monthly Makeovers – specifically the “After” examples that I use to illustrate a point. Often times, I improved the “After” example as much as I could, but I still wasn’t happy with it. Although it was better than the “Before” sample, it looked like (and sounded like) a makeover with Band-Aids.

Maybe you’ve struggled with this before: How to decide if you should rewrite your marketing copy or start over completely from scratch.

### *Four Points to Consider*

- If you’re pressed for time, it may seem faster to rewrite the existing copy. But because you’re working within the confines of that copy, it can actually take more time. Plus, in rewriting, you’re limited to expressing only what is already there.
- It makes no sense to start over just for the sake of starting over. If you're mostly happy with what you have, a few tweaks here and there may be all you need to update your marketing copy.
- If your company has evolved and your marketing message no longer reflects the company you are, the services you provide, or the products you sell – start over from scratch.
- Don’t forget about your users. Balance their need for familiarity (for example, Web site navigation or product descriptions of similar items) versus your need to entice them with fresh, new copy.

So that you can see the difference between a rewrite and completely new copy, I’ve provided a “Before” sample that I used in the [August 2006 issue](#). I’ve also included the original “After” example, which is a rewrite, as well as another “After” example that’s written from scratch.

<b>Before</b>	<b>After (Rewrite Existing Copy)</b>	<b>After (New Copy)</b>
"As companies are looking to provide accountability for all electronic messaging in increasingly regulated times when business processes extend beyond a company's boundaries, our server software manages all electronic messaging to ensure compliant and streamlined information flow."	"Increased regulation demands accountability in electronic messaging. But e-messaging must also accommodate business processes that extend beyond a company's boundaries. Our server software ensures compliant and streamlined information flow for all of your e-messaging."	Whether you're looking to conform to new regulations or streamline your electronic messaging, ZmServer software can simplify the process. For a demo of server software that manages the e-messaging information flow, visit our Web site at <a href="http://www.ZmServer.com/demo">www.ZmServer.com/demo</a> .

Have a wonderful and Happy New Year!

Regards,

Mary

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If you have a writing project coming up, I'd love to talk to you about it. Please contact me for a complimentary 30-minute consultation.

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