

# iolite news

a monthly publication for clients and friends of iolite writing services

September 2006

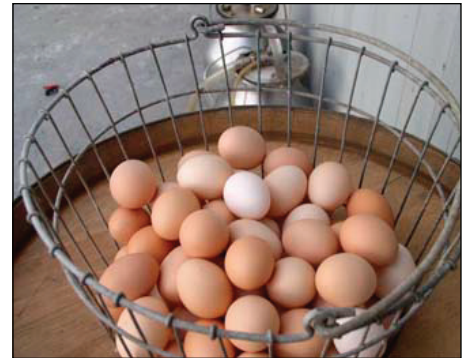
let us do your writing - so you can do your business.

**Sometimes less is more.** Like this one-page edition of Iolite Writing News. Just one more reminder to get out and enjoy the end of a splendid summer...rain or shine.

Less can be more with business writing too. In sales letters to clients, certain techniques are more successful than others. Keeping sentences short, using an active voice and ending the letter with a call to action are few steps you can take to write more effective communications.

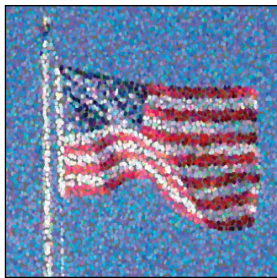
But making that first contact is always the hardest. So when you meet a new prospect while networking, remember to follow up within a day or two.

For more ideas on how to spread the word about your business, check out the past issues of Iolite News ([www.ioliteedge.com/iolitenews.html](http://www.ioliteedge.com/iolitenews.html)). Or send me an email at [asw@ioliteedge.com](mailto:asw@ioliteedge.com).



*photo credit: Family Farm Festival*

Diversifying your client list is always good business. When you're ready to do your next marketing push, give us a call.



Election Day is coming up. The last day to update your voter registration before the November election is October 7. To find out how visit the State's website at [www.secstate.wa.gov/elections](http://www.secstate.wa.gov/elections).

## Contact us:

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## Farm Festival

Dig in and celebrate four seasons of hard work.

This year's Skagit Valley Family Farm Festival will be held Saturday and Sunday, September 30 - October 1.

The Skagit Valley is home to 90 different crops and 50 percent of the world's production of beet and spinach seed.



*photo credit: Family Farm Festival website.*

A beet sculpture from last year's festival.

While visiting, take your pick of fresh produce, organic meat, eggs, cheeses, shellfish, alpaca fiber goods, jams, pickles and salsas.

Family fun includes a corn maze, wee tractor rides, scarecrow making, orchard tours, goat milking, vegetable races, pony rides and BBQ oyster tasting.

For more info visit, [www.festivaloffamilyfarms.com](http://www.festivaloffamilyfarms.com)