

WORDEXPRESS *SUMMER 2009 QUICKNEWS*

Dear Client: In our **Summer QuickNews**, we would like to draw your attention to how **WORDEXPRESS CAN HELP YOUR BUSINESS EXCEL DURING TOUGH TIMES...**

Also, be sure to visit our **NEW WEBSITE** at [www.wordexpress.net!](http://www.wordexpress.net)

Today's Topic: Global Recession? A Great Opportunity for Smart Business People

by Emanuela Giangregorio, Client Care Manager

The difficult financial climate affects all businesses at some level. Lon Morton, chief executive of investment adviser at Morton Capital Management says, "Everybody – and I'm talking about virtually everybody – has been impacted by what has transpired over the last 12 to 18 months." At **WordExpress** we believe that savvy business people with an eye towards the future may come out of the storm in better shape than they went in. In fact, many leading business and financial publications are suggesting just that. At **WordExpress** we are confident that we can help your business make the most of the global economic circumstances, and improve your company's outlook for both the short and long-term. Allow me to explain:

According to overwhelming statistics, businesses that are wise enough to continue investing in intelligent advertising (including public relation campaigns, global market research, new media ads, etc.) weather financial inclemency better than those that withdraw from advertisement in order to cut costs.

This information is corroborated by studies done in other periods of financial hardship (such as the Great Depression and the 1970s). If we consider these market tendencies along with the indisputable fact that, as our world shrinks and we become globally interdependent and interconnected, we can reach only one conclusion: **IT IS MORE IMPORTANT THAN EVER for businesses to broaden their scope and address their markets not only nationally but globally.**

And there is another huge advantage to finding ourselves in this economically trying period, **IT'S A BUYER'S MARKET!** The distressed global financial environment guarantees that clever businesses can shop around for the Very Best Bargains. **Case in point: At WordExpress we are extending our 20% Spring Discount into Summer.** All **WordExpress** clients will receive this discount across the board for all the many language services we offer.

Now is the VERY BEST TIME to make use of this offer and of the global market trends and begin marketing internationally. Our translators have ample experience with company literature, brochures, newsletters, press releases, print advertisements and all other sorts of marketing tools. Why not take advantage of this special offer to translate your website into a variety of languages, thereby broadening your market base into uncharted territories?

We KNOW that expanding your market base by reaching a multilingual audience works because at **WordExpress** we practice what we preach: We have just finished totally redesigning our website and our experts have been creating 20 foreign language versions! **Result: We are already getting more clicks, internet traffic and orders than ever!**

And this is exactly what this strategy will do for you, too!

WordExpress is in compliance with the **stringent quality standards of ISO 9001.** Our quality control processes are unmatched in thoroughness -- our goal is always perfection.

For a **FREE QUOTATION** on your next project, please call us at (310) 260-7700, ext. 125 or (800) 570-0700, ext. 125, or e-mail your request to: clients@wordexpress.net

Visit our New Website for more information: www.wordexpress.net

Upcoming Topics: **We cater to monolinguals!**
Language and borders...

Please send us your feedback, or suggestions for future topics...