

- ▶ structure
- ▶ impact collocations
- ▶ writing a company profile

## 6.5 Writing A company profile

### Reading and discussion

1 Read the article below and answer the questions.

- 1 What are the three key points to remember about writing for publication online?
- 2 How would you adapt your writing style, the content and the format for the six contexts in paragraph 1?

### Writing a winning company profile

Sooner or later you're going to need a company profile, whether it's for your website, a customer proposal, a social media site, a business plan, a brochure or a magazine article. You'll adapt your style, the content and the format depending on who you're writing for, but in today's business environment, it's increasingly likely that you'll be writing for publication online.

#### The F-pattern

Research shows most people read online text in an F-pattern. At first they read complete lines, but as they move down the page, they read two thirds, half, then only a quarter of each line. By the end of the text they're only reading the first word or two of each line - if they're still reading at all! So put your key ideas in the F if you want them to be read: use impact words and collocations in the first two paragraphs and in the first few words of subsequent sentences.

#### An elevator pitch in writing

Your company profile is a written version of your elevator pitch, so keep it short and snappy. Customers will only remember three main ideas; one of the three must be why your company is different from the rest.

#### Winning hearts

Finally, a winning company profile builds trust by making an emotional connection with the reader: highlight the human side of your business to win their hearts as well as their minds.

### Model

2 Read the company profile opposite and mark these statements **T** (true) or **F** (false).

- 1 Bowie's is different because it combines one-on-one consulting with online merchandising.
- 2 Bowie's core values are trust, integrity, commitment and high value products.
- 3 Bowie's keeps stock to a minimum by using a just-in-time production system.
- 4 If a customer receives the wrong size or colour, they just take it back to their salon.
- 5 Fear of making a fashion mistake is not a sufficient reason for a customer to return goods.
- 6 Bowie's annual fun day out brings employees' family and friends together.

### Analysis

3 Complete the structure guidelines with the words from the box. Refer to the company profile opposite to help you.

competitive financial  
 guarantees history  
 management mission  
 technology USP values  
 vision

Writing a company profile: structure guidelines	
Section	Key content
Why	Our (1) <i>mission</i> - now Our (2) _____ - the future Our (3) _____ - our guiding principles
How	Our market & our (4) _____ advantage Our (5) _____ & our skills Our (6) _____ & our (7) _____ summary
What	Our solutions Our products Our (8) _____
Who	Our (9) _____ Our people Our partners Our clients
Close	Our (10) _____ Next step Our contact information
Other optional information	Legal & administrative details Company news Business plan Financial statements Current or completed projects Certificates Maps