



Word Lions LLC
FIERCE CONTENT

wordlions.com

Word Lions Capabilities

Word Lions use our technical background and love of clear communication to create content for your marketing and training needs. We explain your product's value and differentiate it from the competition. We weave a story that resonates with your customers.

The Medium is the Message

These days, B2B communication is more than just text on a page. We are fluent in many mediums, and we fuse your message to the right medium to help you best reach your customers and prospects.

Fierce copy for web, brochures, and other messaging. Eye-catching and business focused	Documentation that makes your users effective and reduces your support calls
Datasheets and other concise collateral	E-learning courseware and design
Case studies that show off your successes	Content Audits to connect collateral to sales efforts
RFP Responses that are efficient, effective, and accurate	White papers for both technical and business audiences

We Are a Content Agency

When asked in an express elevator, "what do you do?" we boil our skills down to:

We explain complicated things.

For you, a business in need of communications, a more specific description is:

We produce *content marketing* and training for business (ROI) and technical (How-Do-I) audiences.

A Fierce Approach

Word Lions brings together the disciplines of content strategy, information design, instructional design, and persuasive copywriting to produce highly effective content:

- You get the right medium, tone, and level of detail in the final product. Our instructional and information design experience makes your content more effective.
- We can dig in deep with your SMEs to discover domain knowledge. This helps create content that has the detail needed to tell an accurate, persuasive story.
- You can order from a menu of strategy, design, copywriting, and publication. Get as much or as little help as you need.
- Your project is managed by professional communicators who understand the unique challenges and risks of complex content projects. We bypass snags to deliver on-time, on-budget projects with less stress for you and your staff.

Experience

Word Lions have over 20 years experience communicating about complicated things. We have created content used by clients small and large, from Microsoft to non-profits, independent consultants, and nimble start-ups.



Learn more about our capabilities at wordlions.com

To discuss how to get the word out about your product, write us: thelions@wordlions.com

An engagement with Word Lions reduces your workload.

Our extensive background means we sync with your subject matter experts fast and translate your internal lingo into reasons to buy.

We can speak tech but know that value is the only language of business. See how we can help you get your value front and center with current and prospective customers.

Click the items below to see just a few examples of Word Lions work:

Case Studies:

- [Cycle30](#)
- [ControlTek](#)

Web Copy:

- Fierce Websites for New Business: [gli.ph](#)
- Fierce Website Redesign: [ControlTek](#)

White Papers:

- C-level Reader: [Cambria](#)
- Thought Leadership: [ReadWriteWeb](#)
- Business Decision Maker: [Working Simply](#)