



Zane Russell, who has hired and employed professional writers as part of his company Innovation Litigation shared his perspective on copywriter's work.

When discussing how he sees what his company writes as reflecting the company's beliefs and values, Russell says that "in leadership, the most important roll of management is to provide clear and obtainable goals and objectives." He adds that his communications director should be on the same page as management to make sure that their stakeholders are receiving a consistent message.

### **If the wrong message is released**

If a copywriter released a message that deviated from corporate beliefs and values, both the company and the writer might face consequences.

On the topic, Russell said that if he "had a person that took it upon themselves to communicate something that was different than the message we are trying to send to the

marketplace, I would not react very positive. At best that person would receive a written warning and depending on what was said, that job might be lost.”

## **A review process**

One way to ensure that what is released on the behalf of a company aligns with their values it to have a reviewing process. This is put in place so that multiple people read, review and approve the piece of writing before it is published.

Russell’s company uses such a process. Before a piece of writing goes out, the writing company is expected to “seek help on making sure they are up to speed on what message we want to portray to the marketplace.” He does suggest that this review process becomes more lax as the copywrite becomes more experienced in Innovation Litigation’s corporate culture.

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When discussing the role of a communicat

or or copywriter of his company, Russell emphasized the importance that his person in charge of outside communication “must feel comfortable that they know and understand the message being sent to the outside world and if they don’t, get clarity.” It is essential that a writer or someone that is in charge of outside communication understand what they are writing so that the message is effective.

### **It’s crucial that everyone be on the same page**

In order for the intended message to be delivered, a company must be able to trust that any employee that releases writing on the company’s behalf has the company’s values, beliefs and best interest at heart.

“As the owner of a business, it is my job to make sure that my team and I are all on the same page. It is imperative that we create a culture where our goals and visions are the same.”

Writers are often thought of in terms of their identity but when in the appointment of a company, their identity is momentarily more in the same as the company’s identity.

This further validates the threshold concept that Writing Provides a Representation of Ideologies and Identities. Every piece of writing represents some form of identity or ideology, which is why it is crucial that the message that is being conveyed accurately represents what a company or person is trying to say.