

CHERNOFF

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WRITING SERVICES



To reach and influence the greatest possible audience, clear, crisp, compelling writing is essential, even more so when the subject matter is relatively complex. Chernoff Communications transforms your insights, analyses, findings and data into persuasive prose in the form of op-eds and bylined articles, blogs, speeches, reports, memos and shareholder communiques.

We collaborate with executives at leading corporations and not-for-profit organizations to discover their strongest messages, stories and proof points; customize the argument for a particular audience; research, craft and edit the piece; and, in the case of an opinion article, place it with the most influential news outlet possible. Our clients' articles have appeared in *The Wall Street Journal*, *Forbes*, *Barron's*, *USA Today*, *CNN.com*, *CNBC.com*, *Bloomberg*, *The Hill*, and *Roll Call* among other publications and news sites.

Dramatic changes in the economics of the news business have opened great opportunities for thought leadership articles, while the ability to instantly share content online makes it possible for your thinking to become a viral sensation. Never has there been a better time to influence minds and build reputation by creating original content.

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