

Dan Furman

Fractional AI Communication Services

The Big Picture

The Overall Role You're Hiring Me For

Audit and Rewrite Your Content

Ensure your internal communication and external sales messaging are on point, relevant, and converting in today's AI-competitive marketplace.

Create New Content/Branding

Working with you, I'll assist in creating new angles, new messaging, new web/landing pages, and similar. And of course, I'll take the lead in new content development.

Assist and Train Your People

I won't simply "do". I work with your people and explain the why and how. Everyone gets better because a 20+ year senior copywriter and digital marketing pro is assisting.

Assist You

I will ghostwrite effective business communication, memos, and important emails for you. If you wish, I can also ghostwrite thought-leadership articles for trade publications, as well as guide you through the pitch and publication process.

The Big Question:

What About AI?

AI is Here to Stay

There is no un-ringing the AI bell. You either get involved, or you get left behind. It's really that simple.

AI Needs Help

However, “straight” AI, at this point, is not very effective. This is because everyone essentially gets the same output.

AI Needs Good Input

Prompting AI is both simple (everyone can do it) and hard (not everyone can do it well.) Deep, logical, and creative prompting yields superior output.

AI Needs Massaging

Even the best prompts will *still* produce content that subconsciously reads machine-driven. The best results are obtained when a skilled human (me) edits the output.

Engagement Details

How Deep?

As deep as we deem necessary. Our engagement will generally depend on your company size and revenue, your current online presence, the effectiveness of such, your internal messaging needs, and more. I'll take a complete look at your company and we'll pick a starting point and outline some goals.

How Much?

Of course, this will depend on how deep, but engagements begin at a \$3k/month, and that's for generally 15 hours (I don't keep a time clock). I would engage at up to double that amount. Beyond that, companies likely already have a \$200k employee doing similar work.

How Long?

It's up to us. I do not require a contract. You will simply pre-pay a retainer, which will then count as your last month's payment. I do ask for a verbal agreement of six months to get things moving.

I do not like looking beyond 2-3 years - things simply change too fast to accurately predict where we will be in three years.

My Turn:

What I Need From You.

You Have a Team

I am an extra person brought in to help. You already have marketing and tech people and/or contractors who are handling your blog, your social media, your graphics, and your website.

You Have Commitment

I will want some of *your* time personally. We'll need to converse on the big picture. Once or twice a month for an hour should do it. More if you want.

Your Team Buys In

I am not after anyone's job. A great outcome is we all do great for 2-3 years, we both move on, and your people are better for it. So I need them to be able to take some gentle direction without "you're not my boss" pushback.

Some Debate

It's unlikely we will all agree on everything. I encourage discourse and opinions from all levels. I have zero ego and am always open to other ideas. It's how we all learn.

How Important is Content?

Allow me two examples from the last decade regarding the power of good content.

Example 1: Conversion

One time, I was hired by a firm that sold high-end investing products.

They were spending a few thousand dollars a month on Google AdWords, and from that traffic, their website got them about four qualified leads a day. This was profitable for them, and they wanted to expand it.

They came to me to write new ads for a second campaign – you see, they figured if they increased their ad spend on another campaign, they'd increase their leads. Fair enough.

I looked over their website and right away saw I could help more by rewriting their current website copy, which I didn't think was very good.

I told them “Let's get more out of the traffic you're already receiving” (always a solid thought).

I rewrote their copy, and immediately nearly tripled their conversions. Instead of averaging four qualified leads a day, they averaged about 11. No expensive second campaign needed.

And the best part for my client? They paid me once. The rest of the year (and years after), that copy kept working and working and working without complaint. I made them a literal fortune.

And I do this All. The. Time.

Example 2: Business Communication / Persuasion

Around 2015, Crest Capital, one of the nation's leading equipment financing companies, wanted to brand an online portal for vendors to offer credit through them.

I spearheaded the branding of this service. I crafted perhaps 50 names that I deemed appropriate, and we settled on one. This was before AI, so I did all 50 on my own. Today, AI would spit out 500, and I'd hone it down to my favorite 30 or so, then craft about 20 more myself.

But anyway, we had our chosen name. And applied for a trademark.

Which was denied. Ugh.

I took action. I wrote a letter to the US Patent and Trademark Office, defending the name and explaining my naming process. I outlined, step by step, my thoughts behind both words of the name, showing how it made complete logical sense.

And the denial was overturned. We got our trademark!

Crest never did launch the service (other obstacles got in the way), which is why I'm not revealing the name here.

But the big takeaway is the rebuttal that ***made the US Government change its mind.***

AI can't do that.

But I can.

Next Steps

Thank you for downloading and reading this piece.

I only take on a limited number of engagements at any one time.

To inquire about availability, contact Dan Furman at dan@clear-writing.com.