



**At The Risk Of Sounding Like Scolds:  
MOST COMPANIES  
DON'T COMMUNICATE ALL THAT WELL.**

**MOST DON'T DO IT STRATEGICALLY,  
EFFECTIVELY OR CONSISTENTLY.**

**OUR CLIENTS DO. AND IT GETS RESULTS.**

We develop your own direct digital media – with engaging stories, embedded video and striking images – to reach the highest-impact audiences, enhance reputation and create business opportunities.



**Call or email us today  
so we can start creating one for you!**  
**dan@northstarwriters.com • 616.813.6322**  
**www.northstarwriters.com**

***We're business journalists and marketing pros.  
All at once. So we think a little differently about how to  
make the case for you:***

- ✦ We write news and features about your company and its value with the knowledge and substance of experienced business journalists.
- ✦ We make the case to your audience by combining our backgrounds in persuasive writing and professional marketing.
- ✦ We prioritize reaching what we call your village: Current and former customers, employees, vendors, associates and family. The people who are in the best position to drive opportunities to you. After them, the world.
- ✦ We love using video to augment the written word. Together they make a powerful combination.
- ✦ We don't prioritize SEO over good, clear communication.
- ✦ We recognize AI is amazing for some things, but it can't tell your story with understanding and heart. We don't use AI-produced content. We write, edit and proof the copy with our own intelligence.
- ✦ We don't use business jargon.
- ✦ We don't dumb down the message. We talk to your audience members like the adults and professionals they are.
- ✦ We present aspects of your company that would otherwise go unrecognized and unappreciated.



**418 N. Main Street • Royal Oak, MI 48067**  
**[www.northstarwriters.com](http://www.northstarwriters.com)**

*The North Star team, clockwise from front: Michelle, Dan and Angie. We write for DBusiness, Transport Topics and many others. We've developed digital newsletters and other content for leading clients from logistics to health care to manufacturing to tech and finance. We're the only team you need to make your case.*

