

Choice Words Chisolm & Co.

Words with a purpose

Visit ChoiceWordsOnline.com
to learn more about
who we serve and our results.

What is Choice Words?

Choice Words is a marketing communications firm that believes in words with a purpose. We find the stories that attract your ideal customers. This strategic content reinforces and amplifies your company's values, core messages, and brand.

Typical tools, employed when appropriate:

- ✓ Website copy
- ✓ Landing pages
- ✓ Search engine optimization
- ✓ E-newsletter stories
- ✓ Blog postings
- ✓ White papers
- ✓ LinkedIn content
- ✓ Advertisement copy
- ✓ Biographies
- ✓ Media relations
- ✓ Annual reports
- ✓ Award nominations
- ✓ Sponsorship research
- ✓ Grant reviews
- ✓ Speech outlines
- ✓ Sales support materials, e.g. product brochures and presentations
- ✓ Book development/editing

WHERE
WHAT
WHEN
WHY
HOW
WHO

Who is Allison Chisolm?



Principal and founder of Choice Words/Chisolm & Company, Allison Chisolm is a professional writer and public relations counselor whose team helps companies shape their stories to attract their target audiences.

Since her company's founding in Worcester in 1996, the team has served local, national, and international healthcare, education, business, and manufacturing clients. They advise both new and expanding businesses that want greater visibility and impact in their markets. Choice Words develops strategic marketing approaches, and partners with other professionals as required.

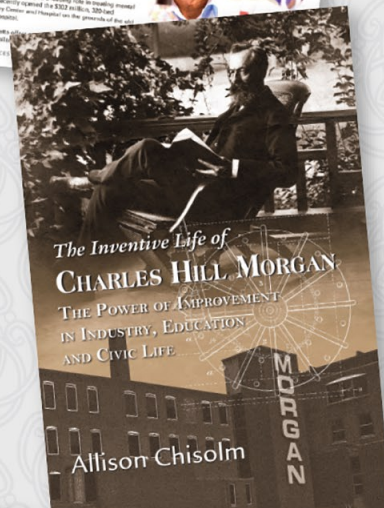
How does this work?

In our complimentary introductory meeting, we discuss your immediate and long-term organizational goals and how marketing communications can support them. We develop a proposal that specifies the types of services required and review it together. We agree on a budget and timeline for the project, with a project-based fee, or a more open-ended fee for service relationship.

And then we get to work. Collaboration is key to successful communications services.

What happens next?

Let's have a conversation or schedule a time to meet.
Call: **508.856.7207**
Email: Chisolm@ChoiceWordsOnline.com
Visit: calendly.com/choicewords



Choice Words is a proud member of the Worcester Regional Chamber of Commerce, Corridor 9/495 Regional Chamber of Commerce, Vistage and the Venture Forum.

What our clients say:

"We'd never taken the time to figure out what it is we do, why we are special and why you need to hire us. And Choice Words took the time, figured it out, and got that message across on our website. And it was very concise. They are professionals. This is what they figure out all the time."

– Peter Kovago, Vice President, NAI Glickman Kovago & Jacobs

"Allison has helped out my business tremendously. I have a monthly blog and her team is right there with me, plus other projects that I've engaged with. Choice Words is the route to go."

– Melody Beach, Founder, Melody Beach Consulting Group

"We had the pleasure of working with Choice Words to promote our episodes of the On Boards Podcast over social media. Allison understood the audience and nature of our business-oriented podcast very well. We worked out a good process for working together, and it provided opportunities for the podcast episodes to reach a very targeted audience. The quality of writing and posts has been excellent!"

– Raza Shaikh, Co-host, On Boards Podcast

More about Choice Words

Choice Words has served a variety of clients since 1996, including Biogen, Commonwealth Medicine, Morgan Construction Company (now Primetals Technologies), NAI Glickman Kovago & Jacobs, Fletcher Tilton, Small Business Service Bureau, The Venture Forum, Holy Cross, WPI and the Worcester Youth Center.

Allison Chisolm brings to her business a background in corporate and financial public relations with Ogilvy Adams & Rinehart's New York and London offices. She moved to New England and served in both internal and external communications roles with Harvard University and UMass Medical Center.

A Princeton University graduate with an AB degree in English and distinction in American Studies, she has authored two biographies, one of a 19th century inventor and industrialist and the other on a 20th century engineering education iconoclast.

Recipient of numerous awards as a communicator and woman business owner, she received a key to the city of Worcester for service to the public library and the Thomas Jefferson Award for her commitment to public education.

She currently serves on the boards of the Worcester Economic Club, the Worcester Education Collaborative and Hartford International University.



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