



Writing Services

Edward Laba & Associates focuses on a range of writing and editorial services for the business to business market. To help our clients communicate with clarity, we offer a range of writing services to help them reach their influential target audiences.

- **News and editorial material**
Announce, inform, describe or clarify through news or trade media
- **Feature articles and case stories**
Provide profiles on companies, organizations, products or services
- **Speeches and presentations**
Address internal or external audiences and provide visual support
- **Newsletters**
Publish information online or in hard copy form for internal or external readers
- **Content for Web sites**
Prepare a full range of information, written and designed for online readers
- **Brochures and booklets**
Write copy for informational, promotional or instructional print material
- **Sales letters and literature**
Write correspondence and material to directly support marketing initiatives
- **Customer Proposals**
Prepare bids to help clients earn new customers or retain existing ones
- **Grant Proposals**
Prepare proposals to help secure funds for non-government organizations
- **Special Reports & Policy Papers**
Research and write special reports directed to all levels of government

A Seasoned Expert.

Edward Laba, Managing Partner
Edward Laba & Associates

Ed Laba has successfully combined careers in writing, public relations, teaching and training in setting up his own company: Edward Laba & Associates. With the focus on writing, editorial services and marketing communication – primarily for the business-to-business market – Ed works with clients to help them reach and deliver keynote messages, in print or online, to their target audiences.