

A business to fall in love with...

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This being my first-ever **SMALL BIZ SPOTLIGHT** on this blog, I had the toughest time selecting just ONE business to give kudos to. I keep a handy list of business owners I admire, and there are literally hundreds on that list (and growing). So naturally, I found myself struggling with “Who deserves the honor of going first?”

Then it hit me! **Rebekah Pierce**. Rebekah is a professional copy writer. And she is ONE copy writer you will not quickly forget....

You see, Rebekah has set herself apart from her competitive pool in a very unique and distinguished way. Instead of simply promoting her business as “just another copy writing business,” Rebekah has chosen a very unique and narrow focus: *She writes love letters!*

Rebekah’s company, **Love Letter For Hire** (LLFH), is intent on healing hearts and lives through the art of love letter writing. What I especially like about Rebekah – and the reason I selected her to be my first spotlight – is that she has taken the liberty to do something all marketing professionals encourage, yet few small businesses practice: **UNIQUE DIFFERENTIATION!** Her steadfast positioning provides her with an ultra-strong competitive advantage. You may meet a lot of copy writers in your life, but it’s not likely you’ll ever meet another writer whose focus is on helping her clients bridge the gap to love. This is what makes Rebekah and LLFH *unique* and *memorable*.

I hope you find the take-away in this interview valuable to your own business. If you have been struggling with how to differentiate yourself from the masses, please call me! I’ve love to help you set you business apart and narrow your competitive pool.

Here’s to your success!

Kristine

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Kristine Putt is a Brand Designer and the owner of Paragon Moon, a brand identity studio that helps Women-Owned Businesses create lasting MEANINGFUL RELATIONSHIPS with their customers through the art of creative visual communication. Drawing on the Principles of Marketing Psychology, Paragon Moon designs logos and brands YOUR CLIENTS CONNECT WITH. Kristine can be reached at **714.710.9139** or through her web site at **www.paragonmoon.com**.

{SMALL BIZ SPOTLIGHT}

Love Letter For Hire

Tell us a little about your very unique business, Love Letter For Hire! When did you start the business? What was your inspiration behind it?

I started Love Letter for Hire in the early part of 2011. My inspiration behind LLFH was to help folks find their way back to one another and find their way back to love. We all know many couples whose relationships are failing due to financial crisis, the stresses of raising a family, the shaky economy, etc. It is during these very challenging times that we need to express and to feel love more than ever! It is my sole desire to bring that love back to our world, and to give all of us a chance to reconnect with it.

The ancients believed that once love was written down, it became eternal. One of my favorite lines is from Shakespeare's "Sonnet 116": "... [Love] bears it out even to the edge of doom." LLFH's mission is to assist couples – people, in general – in creating "eternal" memories and a legacy of love and appreciation.

Where do you derive your greatest joy in running LLFH?

One of the things I enjoy most about running LLFH is sitting down and talking with my client about their love interest. To see and feel their love as they share intimate thoughts and expressions they wish to put on paper gives me hope for the world. I enjoy helping them shape what their hearts have longed to express through language via the written word; many people know what they want to say, but the act of writing can be intimidating because people think it has to be perfect, and it does in certain arenas, but not so much in love. As long as your voice and tone is sincere and your words passionate and clear, the intended love will not mind if there are misspelled words or fragments (pardon my teacher lingo. I couldn't resist.)

What background/expertise do you bring to your business?

I have over 12 years of teaching English composition at all levels (beginner, intermediate and advanced); I've also been an editor for several years, but more importantly, I have been writing love letters, poems, speeches, etc. for more than 25 years. I am a romantic; I love "love!" I served in the military where I was often hired to write poems for special occasions like award ceremonies or retirement parties for my fellow airmen. So my background is a fusion of technical knowledge and professional experience. But I draw on my passion for inspiration!

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Love Letter For Hire

What personal passions do you infuse your business with?

Good question! Well, I love language. And writing has saved my life, literally. At one point in my life, I found myself a victim of domestic violence. In the midst of that pain and fear, I wrote my first novel. I had to! I needed that distraction, and it worked. So, the act of writing saved my life both literally and metaphorically.

When I stand before a classroom to teach the art of writing or when I interview a potential client about their love letter, I bring to the table all the knowledge and firm belief that a letter or a note can literally save a life. So, again, I work hard to stay true to the writer's heart and voice by assisting them in expressing their love language.

What sort of challenges did you – or do you – face in your business? What are your methods for overcoming those challenges?

One of the biggest challenges I have faced since opening LLFH is the false perception that my services are NOT needed. I often hear "The economy doesn't allow for such a luxury," or "People don't need love letters, they need jobs." The truth is, not only do human beings need to feel loved, but they also feel the urge to express it. While we all have the natural ability to feel love, we do not all possess the know-how to express it – naturally, genuinely, authentically. That's where I come in!

I also work hard to overcome "prospect price paralysis." My response to this is:

"Love letters melt hearts, bonds lovers and enrich lives. I bring families and couples together. I create harmony where there once was discord. I heal marriages. I bring romance back to the bedroom. I renew vows and conceive lives. How much would you pay for such transformations? While my services are priced less than what you might spend on one month of cable television, the value that my service brings to my clients far outweighs the cost."

Human beings need to know that their loved ones support them during good times and bad. Most of us need jobs, but we all definitely need love.

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Love Letter For Hire

There are many other copy writers “out there,” writing about many different topics. What makes you different? Memorable? What do you want to be famous for?

What makes me different is that I strive to keep my client’s authentic voice – to help them speak their heart. You give me the words and I’ll make them pretty; don’t worry about how it looks or if you spelled the words correctly; that’s my job. I truly love a good, romantic story, but I also know that life is real. If a few words can help mend a broken relationship or express the desires of one’s heart, then I’ve helped to bring about not only love, but healing. That’s what I want to be famous for: bringing about love and healing through the art of love letter writing.

You most definitely stand apart from all other copy writers! What words of wisdom can you offer new business owners that are apprehensive about target niche marketing?

You must find a way to differentiate yourself from the pack! Don’t be afraid to step out on faith. Know that not everyone is going to appreciate your business, even those in your family; that’s alright. Thank them for their words and keep it moving. Finally, keep in shape physically and spiritually because business is tough. You are going to need endurance for this journey and guidance to keep your focus.



Rebekah L. Pierce is a professional writer and the founder of Love Letter For Hire. Rebekah helps her clients mend relationships and share their love and joy through the art of love letter writing.

Contact Rebekah by visiting **www.loveletterforhire.com** or by calling **804-594-2884**.