

The Red Letter



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I Give You My Words

Volume 1, Issue 1 – March 2004

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by Martin “Red” Fredricks

Let’s Share Some Good Words

Fredricks Communications is off to a great start, thanks to all of you who have sent business my way. For those who don’t know, I provide the following professional business communication services:

- Advertising (Print, Radio and TV)
- Advertising/Marketing Concepting
- Corporate Marketing Material Writing/Editing
- Communication Planning and Consulting
- Training/Sales Video Scripts
- Website Writing/Editing
- Correspondence Audits
- Newsletters
- Public Relations
- Feature Stories

The **Red** Letter will be a regular newsletter intended to keep my clients and friends informed, to provide you news you can use and, with a little Irish luck, some amusement. The name is a testament to my inability to resist words and phrases with multiple meanings:

- The day I decided to go out on my own was a **red**-letter day for me, personally and professionally.
- I intend to strive to make every day my clients work with me a **red**-letter day for their business or organization.
- I inherited my red hair and nickname from my grandfather, Martin C. Fredricks Jr., who for years went by “**Red**.” So this newsletter is, literally, a letter from “**Red**.”

The multiple-meaning thing also applies to my brand positioning line. This business is all about building and sustaining relationships. That’s why one of my core business values is integrity.

- *I give you my word* – I’ll get the job done right and on time, and the product will be effective.
- *I give you my words* – even in this evolving, high-speed marketplace, words continue to be one of the cornerstones of effective communication. They’re also my stock in trade.

Future issues will focus more on good writing, editing and communication, with features on commonly misused and tricky words, advertising/marketing tips and more. Please feel free to spread the good word – share The **Red** Letter with your colleagues and friends.

On Omens and Signs

Here’s to rock ‘n’ roll rhapsodies, fortuitous fortune cookies and mythological maidens.

The evening after I informed my former employers I was leaving to go out on my own, I met with my first client. During the drive home, I heard two songs: Lynyrd Skynyrd’s “Free Bird,” and “Fly Away” by Lenny Kravitz.

Two weeks later, on my last day in the corporate world, the weekly employee social featured Chinese food. The note in my fortune cookie read: “*Be your own boss and resist the temptation to follow the leader.*” Whether that’s a true fortune or just good advice is fodder for another issue of The **Red** Letter.

I launched my new venture on February 2. That date just happens to be the feast day of Brigid, the goddess of creative inspiration.

I don’t usually put much stock in omens, but this is too much to ignore. Coincidences? Nah. Let’s take them as signs of good things to come.

The Good Word **Brevity’s the Thing**

Someone recently told me, “I love words. When I write, I get

going and write long.” If that person really loved words, he’d use fewer. In today’s harried world, no one has time to read. Brevity’s the thing. To

paraphrase George Orwell, if you can communicate effectively with five words instead of nine, always use five. And my five words are up.