

# Catalog of Writing Styles

If you don't already have a sample of the writing style you'd like Peter to use, choose from one of the four styles showcased below.

Don't worry about the format, just focus on the writing style. Once Peter knows the writing style you want, he can apply it to the format (newsletter article, Web site, brochure, etc.).

## Formal writing style

**Format:**  
mostly third-person

**Approach:**  
reserved and factual

**Other:**  
often relies on industry terminology and corporate-speak

The Collins Company has been providing small investors with a diversified portfolio of financial services since 1842. Established by Wall Street financier J. P. Collins at the dawn of the American Stock Exchange, Collins Co. has always sought to provide value-driven investments and unrestrictive customer service.

What began 165 years ago as the country's only independent investment-services firm has since grown into the industry's most comprehensive single-source for affordable investment advice and financial services.

Small investors interested in managing their own portfolios, as well as those who choose to use the services of a Collins Co. financial manager, will enjoy low fees, independent analysis and access to a wide assortment of investment options, portfolio planning tools and financial services.

## Corporate-casual writing style

**Format:**  
a combination of first-person and second-person

**Approach:**  
less-reserved, yet still quite corporate

**Other:**  
uses contractions (e.g. "you'll" instead of "you will")

When Wall Street legend J.P. Collins established this financial-services company in 1842, no other firms were offering small investors the same independent investment advice or access to the stock market. Today – 165 years after our founding – that long-standing commitment to the financial success of America's private investors is still what sets Collins Co. apart from the pack.

What began as the country's first independent investment-services firm has since grown into the industry's most comprehensive resource for affordable financial services.

Whether you're interested in managing your own portfolio, or you choose to use the services of our experienced investment professionals, you'll have access to low fees, wise guidance and a wide assortment of investment options, portfolio planning tools and financial services.

## Conversational writing style

**Format:**

a combination of first-person and second-person

**Approach:**

friendly, relaxed and welcoming

**Other:**

often asks questions of the reader (mimicking a conversation); uses contractions

Should you be investing in exchange-traded funds?

Would an IRA be a better deal than your current 401(k)?

The financial services market is more confusing than ever today – which is why we’re committed to providing small investors with all the tools, information and guidance they need to maximize their savings and invest in their family’s future.

The Collins Company has been helping small investors make savvy financial decisions since Wall Street legend J. P. Collins established his namesake in 1842.

What started out as the country’s first independent investment-services firm has since grown into the industry’s most comprehensive resource for affordable financial services.

Whether you choose to manage your own portfolio or opt to have one our experienced investment professionals manage it for you, you can count on low fees, wise guidance and access to a wide assortment of investment options, portfolio planning tools and financial services.

## Playful writing style

**Format:**

a combination of first-person and second-person

**Approach:**

fun, frank, honest and unique

**Other:**

tries to surprise and engage the reader; uses contractions

You’ve been waiting two years for the stock market to stabilize. Now what?

Investing is rarely straightforward – which is why you need a financial advisor you can trust. Not some financial guru with a cable-TV show, but rather someone with a vested interest in your success. Someone who will take the time to help you establish a long-term plan and is willing to point out the investment options that make the most sense for your particular situation.

The Collins Company has been helping small investors make savvy financial decisions since 1842. That’s 165 years. We started out as the country’s first independent investment-services firm and have since grown into the industry’s most comprehensive resource for affordable financial services.

Our mission: Level the playing field for the little guy (that’s you), and provide our clients with the best investment options and advice available.

Whether you choose to manage your own portfolio or opt to have one our experienced investment professionals do all the heavy thinking, you can count on low fees, wise guidance and access to a wide assortment of investment choices, portfolio planning tools and financial services.