

All My Best Releases “Good Ways To Write” Series of Marriage-Themed Tips Booklets

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Summary: All My Best has launched its first four volumes of marriage-themed booklets in the **Good Ways to Write** series of “Treasured Letters” tips booklets.



All My Best is the creator and producer of **Good Ways to Write** (GWTW) tools and resources that help people write treasured letters for personal and professional occasions. The company has just launched the first four products, a series of marriage-themed “Treasured Letters” tips booklets that include:

- Vol. 1: Good Ways to Write a Treasured Letter to Your GROOM When You Marry*
- Vol. 2: Good Ways to Write a Treasured Letter to Your BRIDE When You Marry*
- Vol. 3: Good Ways to Write a Treasured Letter to Your PARENTS When You Marry*
- Vol. 4: Good Ways to Write a Treasured Letter to Your SON or DAUGHTER Getting Married*

“When our son Byron was married in 2008,” explains Lynette M. Smith, founder of the GWTW product line, “instead of buying gifts for their parents, he and his wife each wrote a loving letter describing their fondest childhood memories as well as the values, life lessons, and ideals they would bring to their marriage. They formally presented their beautifully framed letters to their parents at the wedding rehearsal dinner, and everyone was deeply moved. My husband and I will always treasure our loving memento.”

Inspired by her and her husband’s overwhelming reception to her son’s letter, Smith was moved to create a series of tips booklets showing people how to write treasured letters to loved ones on special occasions. She wanted to provide the booklets as a tool to help people write their own treasured letters so they could “share the love” with the special people in their lives. She felt that with so much negativity in the world, an uplifting, appreciative letter could bring much needed joy to the receiver. And because so few people write letters anymore, using emails and texting instead, Smith felt people would appreciate some tips to guide them in expressing their feelings in a heartfelt and creative way. Similar to writing personalized wedding vows, writing treasured letters adds more richness and personality to this special occasion.

Each of the booklets suggests following five steps—Plan It!, Write It!, Package It!, Present It!, Enhance It!—for letter-writing success. An example of Plan It! is: *Express your unique writing style. Let your thoughts flow on paper as if you were speaking.* The Write It! section includes a list of 72 positive descriptive words from which the letter writer can select appropriate ones to expand on. Package It! offers tips on displaying and perhaps framing the letter. A Present It! tip suggests ideas on whether to deliver the letter in private or public. An Enhance It! tip proposes the option of making an audio or video of the letter.

The booklets are being marketed to individuals in the form of a PDF e-booklet or a hard-copy booklet. A best man or maid of honor could give a booklet as a special wedding gift to a groom or bride as they embark upon their marriage life. Additionally, GWTW is targeting wedding planners, wedding venues, florists, photographers, and other wedding-industry vendors with a

bundle of 12 booklets they can customize with their company label and hand out to clients. Bulk sales in bundles of 100 booklets are available for purchase by industry trade associations, such as the National Association of Wedding Professionals, as well as corporate sponsors for distribution to their customers or members. Booklets can even be translated into foreign languages through special licensing agreements. To encourage the use of booklets for promotion, the last page of the marriage-themed booklets includes 10 tips for using booklets to promote a wedding business, such as "Use this as a 'thank you' for a sales appointment."

"I'm excited about the possibility of creating a new marriage tradition with these booklets," says Smith. "They're all part of my mission to help others express and share the love worldwide!"

About Lynette Smith

Lynette M. Smith has owned and operated **All My Best** (www.AllMyBest.net), a business and nonfiction copyediting service, since 2004. She specializes in copyediting marketing collateral, company and association newsletters, how-to and other nonfiction articles, local newspaper columns, technical articles and reports, industry surveys and their results, master's theses and doctoral dissertations, résumés and business bios, job descriptions, procedure manuals, user manuals, and book manuscripts. She holds memberships in the International Association of Business Communicators, Publishers & Writers of San Diego, and San Diego Professional Editors Network. **Good Ways To Write** (www.GoodWaysToWrite.com) is her newly launched product line under the All My Best umbrella.

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