

All My Best Launches Tips Booklet Series, “Good Ways to Write a Treasured Letter”

OCTOBER 5, 2009; Yorba Linda, California

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



Good Ways to Write (GWTW) is a new product line whose mission is to provide tools and resources to show people how write heartfelt personal and business communications, on special occasions, to special people. GWTW is accomplishing this by disseminating a line of “Treasured Letters” tips booklets worldwide. The company has just launched the first four products, a series of marriage-themed tips booklets.

“Due in large part to the current focus on negative news,” according to Lynette M. Smith, founder of All My Best and creator of the **Good Ways to Write** product line, “people start thinking the world is a terrible, frightening place. To help counter that, I want people to focus on loving relationships and what makes those relationships special,” she says. “Taking the time to think about what to put in a letter that expresses these thoughts of love and appreciation is the perfect way to neutralize the fear and negativity out there.”

Motivated to see what one person could do to help create more love in the world, Smith founded **Good Ways to Write** and developed the concept of the “Treasured Letters” tips booklets that offer writing ideas to guide people in writing positive letters for both personal and professional relationships.

“All the booklets in the line are geared to foster personal and professional communications with heart,” says Smith. “In today’s hurry-up world of quick phone calls, Skype, emails, texting, social networking, and instant messaging, thoughtful writing is fast becoming a lost art. Few people take the time to write letters any more.” Smith believes that thoughtfully written letters mean so much to those who receive them. Written communications last longer than spoken words alone, and with a bit of reflection and planning, anyone can inspire and appreciate others through their writing.

The GWTW tips booklets offer individuals a series of short tips to help them return to the simple act of writing a heartfelt letter. Each 16-page booklet contains five sections detailing how to write a letter: Plan It!, Write It!, Package It!, Present It!, and Enhance It!

Following the marriage-themed booklets, GWTW will release booklets for other significant celebrations and occasions such as landmark anniversaries, childbirth, special birthdays, first communion, bas/bar mitzvah, graduation, joining the armed forces, leaving home, and more. Future titles include “Good Ways to Write a Treasured Letter to the Father of Your Unborn Child” and “Good Ways to Write a Treasured Letter of Condolence.” Among the subjects for the business line of booklets are writing a treasured letter to your employer when you leave, and thanking a mentor, coach, or teacher.

Each booklet will be sold as a PDF e-booklet, as a hard-copy booklet, in a bundle of 12 booklets (ideal for industry-related vendors to customize and use as business promotional items and advertising specialties), and in bulk packages of 100 booklets (for corporate sponsors or trade associations to distribute as client gifts or membership premiums and for use at conferences and

conventions). Booklets can even be translated into foreign languages through special licensing agreements. An affiliate program has also been set up for other vendors to promote the booklets for a commission.

"Writing the tips booklets is what I've come to believe is my life's calling," says Smith. "I heard this inner message to 'share the love,' dare I say it, worldwide. With the GWTW booklets, more people will be writing more letters. Treasured letters are what the world needs now!"

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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