

## All My Best Launches New Website for "Treasured Letters" Tips Booklets

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Summary: All My Best announces the launch of its **Good Ways to Write** website that offers "Treasured Letters" tips booklets and other products that support the art of letter writing.



**Lynette M. Smith**, founder of All My Best and creator of the **Good Ways to Write** (GWTW) product line, has just announced the release of the company's new website, [www.GoodWaysToWrite.com](http://www.GoodWaysToWrite.com). The website is dedicated to introducing individuals and companies to the series of personal and professional "Treasured Letters" tips booklets, as well as other helpful products and resources.

Smith created this website and its tools and products to help people write treasured personal letters and heartfelt business communications. The booklets offer tips for people to become better communicators through the rapidly fading art of letter writing. Each booklet provides practical ideas to guide letter writers in creating treasured letters that communicate from the heart. GWTW has a personal division for the rapidly growing line of "Treasured Letters" tips booklets (available in hard copy or electronic copy as online booklets), as well as a business division for a line of professionally oriented information products.

Upon the initial launch of [www.GoodWaysToWrite.com](http://www.GoodWaysToWrite.com), the four marriage-themed Treasured-Letters tips booklets will be available for purchase. Future titles, which include tips for writing letters for other special occasions, as well as the business-themed booklets, will be added periodically. The resources page offers links to additional products that enhance the process of writing treasured letters, including document frames, fine writing pens, and elegant stationery, among other related merchandise.

Individuals may wish to purchase the booklets to write treasured letters themselves or to give as gifts for special occasions. Affiliates may sign up to market and sell the booklets to their own subscribers for a commission. Corporate sponsors and trade associations may purchase booklets in bulk or sign licensing agreements to customize the booklet covers for distribution as company promotional items or trade show promotional items to their clients and members. They can even negotiate foreign-language translations. Media will find suggested interview questions, press releases, upcoming events, biographical data on the founder, and downloadable photos and graphics.

The website also invites other groups, such as clubs, organizations, religious institutions, retailers, and nonprofits, to consider signing a licensing agreement or customizing booklets for use as promotional premiums, membership bonuses, survey incentives, thank you gifts, trade show handouts, and fundraising products. The Bulk & Licensing page offers 33 creative ways to use "Treasured Letters" tips booklets in a variety of situations.

"I began **Good Ways to Write** because I saw the need for people to communicate special feelings on special occasions, such as a marriage," says Smith. "And then GWTW just blossomed into an ever-growing series of 'Treasured Letters' tips booklets designed to help people reconnect in a positive, heartfelt way. Now my goal is to disseminate the booklets worldwide. My

new motto is: *Enhance your relationships and improve your world, one treasured letter at a time.*"

### **About Lynette Smith**

Lynette M. Smith has owned and operated **All My Best** ([www.AllMyBest.net](http://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](http://www.GoodWaysToWrite.com)) is her newly launched product line under the All My Best umbrella.

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