
ENDORSEMENTS

About Leona M Seufert

With over 15 years experience in marketing and corporate communications, Leona Seufert is a results-oriented, dynamic, writer. Leona writes the full range of communications and marketing materials for print and electronic use. She understands how to train individuals so that they are able to deliver required results. A versatile wordsmith, quick study, and subtle thinker, Leona is dedicated to solving client problems.

Specializing in helping not-for-profits realize their marketing goals through on target messaging, she has worked with:

Church of the Assumption, Roselle Park, NJ
Roselle Park Casano Community Center
Les Malamut Art Gallery, Union, NJ
Homefirst, Plainfield, NJ
Westfield Community Players, NJ
Music Theatre North, Potsdam, NY
Association for Women in Computing, NYC
Alumni Association, High School of Art and Design, NYC

Seufert is a long time parishioner of Church of the Assumption in her home town of Roselle Park, NJ. She is VP for Marketing for the Women of Assumption Ministries, is a Lector, and has recently coordinated all PR efforts for the Annual St. Anthony's Italian Feast.

"Leona did an excellent job with our publicity. It was a stress-free pleasure working with her. I'd be happy to have her back on the team again for 2012." Ann Marie Peterson, St. Anthony's Italian Feast Coordinator, Roselle Park, NJ

When it comes to words, Leona is a true word wizard. She knows how to take poorly written copy and transform it into an error free message that holds the reader's attention and gets results." Barbara Wirkus, Curator & Board Member, Les Malamut Art Gallery, Union NJ

We were not achieving our membership goals until we engaged Ms. Seufert to copyedit our outreach letters. She not only provided us with all the right phrases to describe our association's goals to potential members, but also made sure they were error free." D.A. Alumni Association, High School of Art and Design, NYC

"We were planning to launch an e-newsletter but had no experience. Leona came in and guided us through the whole process. She taught our volunteers how to produce a newsletter and write copy that was terse and to the point, and showed us how to keep it simple. Responses to the first mailing were more than what we'd hoped for." Jane Cohen, Director, Larchmont Tenants' Association, Larchmont, NY

"Our brochures were lackluster and outdated. Leona worked with our graphic designer and marketing manager to create a totally new brochure that reflected our current membership offerings. We premiered it at an industry trade show and it was instrumental in generating not only interest but memberships on the spot." Monika Sendak, President, Association for

Beyond Words Communications

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Serving the Lord Through The Written Word

**Writing Services that
will enhance the
effectiveness of your
ministry's outreach**

Beyond Words Communications

908-241-5874

[Beyond-words@att.net](mailto:beyond-words@att.net)



Attention spans are short these days!

You understand the importance that a well crafted sermon plays in reaching the minds and hearts of your listener.

Your written communications are a part of your ministry's outreach and their success also depends upon the ability to engage the reader.

A professional writer can train your staff or help you craft the various written materials that are important to your ministry.

Training

With today's computer programs, your staff can produce top notch materials for your ministry's outreach. Why settle for the same old bulletin or newsletter when a jazzed up version will attract more attention.

I can train your staff to:

- Create eye catching publications
- Write press releases that get noticed
- Create great bulletins and newsletters
- Use computer programs such as MS Word and MS Publisher
- Understand what materials you need to successfully promote your events

Content Creation

If your staff is small or not computer savvy, I can help you:

- Write press releases and send them to newspapers
- Write articles for your newsletter, website or bulletin
- If you have a website, create copy that will get read
- Produce a newsletter for you
- Design books/booklets for special anniversaries
- Write your house of worship's history

Let me help you decide what training or writing will work most effectively for your ministry's outreach needs. I am locally based with over 12 years experience working with not-for-profits to promote their organizations. Whether it's training your staff in how to produce better written communications or writing for you, on target writing attracts attention, spreads the Word of the Lord, and can result in increased congregation membership and funding.

Call 908-241-5874 for a free 30 minute consultation to analyze the effectiveness of your current materials and to discuss your ministry's outreach needs.

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