The best mistakes are the ones you don’t have to make.

Below you will find blocks of copy to use for your promotional materials. The messaging is designed to focus on small business needs and can be used in your newsletters, PR activities, billing statements, websites and/or blogs. The copy has been written as a lead-in to a specific offer you can feature or to drive people to your location to find out more information.

25-50 WORDS: Managing a small business is very demanding. That’s why it makes sense to get help from specialists in this field.

50-100 WORDS: Managing a small business is very demanding. That’s why it makes sense to get help from specialists in this field. We offer a combination of solutions and know-how that will enable you to:

* Get more done and maintain a work/life balance.
* Grow a business in a slow economy.
* Play different roles and master them all.

100-150 WORDS: Managing a small business is very demanding, especially in a rapidly changing environment. That’s why it makes sense to get help from specialists in this field. We offer a combination of solutions and know-how that will enable you to:

* Nurture your customer base, generate more referrals, and find new customers cost-effectively.
* Keep everyone in your company connected, so your team can stay on top of new business developments.
* Operate efficiently by keeping tabs on every aspect of your business.

You can also add a simple call to action within your copy that drives customers to Microsoft small business resources and offers.

It can read: Visit www.mslocalbiz.com to view valuable offers, access small business resources, and learn about other events in your local area.