

Local Treasure Saved By Writing Service

For over 50 years, the citizens of Gotham have been stopping at Shade's Breakfast Shop on Same Street for a delicious buttery biscuit sandwich and a hot cup of coffee to start their day. Whether you were on your way to weekday work, Saturday shopping, or Sunday service Shade's Breakfast Shop was the people's choice. About ten years ago, business started to decline, slowly at first but more rapidly over time. Owner Sam Shade even changed his business model to include a drive thru and a range of different premium coffee offerings to match what the larger franchises offer.

The food was still great and Ms. Betty still was greeting customers with the friendliest "Good Morning!" east of the Mississippi but the numbers were steadily becoming more red than black. Sam was getting desperate. He tried social media and posted often. The Breakfast Shop got many followers and likes but not a boost in customers. If trends continued, a business that had been in his grandfather's and later his father's was going to be forced to close.

While marketing on social media, he came across a page of another local business and was captivated by the mix of informative and entertaining blogs. Each one ended with him wanting to go visit The Record Store just to see what was going on until one day he did. There he met proprietor Jeff Jenkins and complimented him for delivering such great material. Sam went on to say it was his blogs that reignited his passion for music and got him to come in and make his first purchase at The Record Store. Truth be told, Sam spent more time on The Record Store's page than he did working on his own businesses.

That's when Sam was shocked to discover it was not Jeff that wrote his blogs but Jimmy Davis at www.jimmydavis.net. Jeff had hired him from an online freelance writers board and had been impressed on how Jimmy's work had made the bell over the door of his store ring more. Sam asked if Jimmy wrote for restaurants and if Jeff thought that Jimmy could help turn around his family's legacy.

Upon contacting Jimmy, Sam was shocked to find how well Jimmy listened and developed an understanding of his vision for content for Shade's. Each week Jimmy delivered unique original SEO optimized content on whatever subject Sam said was trending in Shade's Breakfast Shop. Each piece was well researched and written to make readers desire for one of Sam's spicy sausage biscuits or thirst for the new flavor of the month latte. Sam would carefully read each piece and Jimmy would make up to two revisions to his blog.

Soon Ms. Betty was losing her voice from all the "Good Morning's" she was bellowing. Jimmy's blogs had headlines that got people to click and the content held the reader's attention. They would read about how Shade's used the freshest ingredients and made the reader feel and remember that breakfast at Shade's Breakfast Shop felt like eating at home. They missed the days of eating there. Over time thanks to Jimmy's copy, Sam had to hire more help to keep up with the new business. The ledger was now ebony and ivory and this local treasure had been saved.