

## Dallas-based marketing agency saves money, gains a fast, reliable member of the team with Pawling & Associates

### Executive summary

Two years ago Jim O’Gara, founder and president of OnMessage, was beyond frustrated. Business was booming, but his contract copywriters weren’t “getting it” quickly enough. Though it was an expense he didn’t want, he felt he had to hire more staffers. Then he had a conversation with Pat Pawling, founder and lead writer of Pawling & Associates Copywriting. Problem solved. Now O’Gara taps Pawling & Associates on a weekly (and often daily) basis as a trusted and integral member of the OnMessage team.

### Client

Dallas-based OnMessage is a thriving full-service marketing and PR agency mostly serving companies in technology, government and financial services.

### Challenge

The mantra at OnMessage is results. The ability to improve sales and revenues through innovative PR and marketing strategies is the standard by which all OnMessage work is measured. But in 2004 O’Gara once again faced a challenge he couldn’t seem to solve: He couldn’t find copywriters who were creative, fast, good with clients and able to deliver words for every imaginable OnMessage job, from ad copy to technical whitepapers to website copy and strategic messaging projects.

“We’re in Dallas and they’re in Jersey, but distance just isn’t an issue. We both do work all over the country, so we’re used to it. We talk daily and help each other figure out how best to help clients and improve their sales and revenues. It’s a seamless, easy relationship that makes life a lot easier for me.” - Jim O’Gara, President, Founder, OnMessage

### Solution

OnMessage buys monthly "buckets" of hours at significant discounts to one-off prices, using those on-demand hours for any project at any time. Pat Pawling is an integral part of the team: He serves as chief copywriter for OnMessage; OnMessage in return handles PR/marketing, lead generation and design for P&A clients.

### Benefits

Cost savings: With Pawling & Associates, OnMessage has been able to avoid additional full-time hires. Annual savings: \$57,000. Savings over the life of the relationship: \$142,500 and counting. Flexibility: OnMessage instantly adjusts “bucket” hours during fluctuations in demand. Client-handling skills. O’Gara rests easy, knowing Pawling will handle clients with care. Versatility: P&A handles every imaginable kind of copy, including direct mail, ad copy, white papers, case studies, sales material and copy for Flash presentations. Business development: Because Pawling & Associates clients often need marketing and PR, it can and does bring OnMessage lucrative new clients. Efficiency: With the daily demands of copywriting handled, O’Gara can focus on leading his growing company.

**Pawling & Associates**

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