

*Read Closely.*  
THERE IS  
**MORE**  
*to good writing*  
THAN MEETS  
*the*  
**EYE.**

**robert s warren**

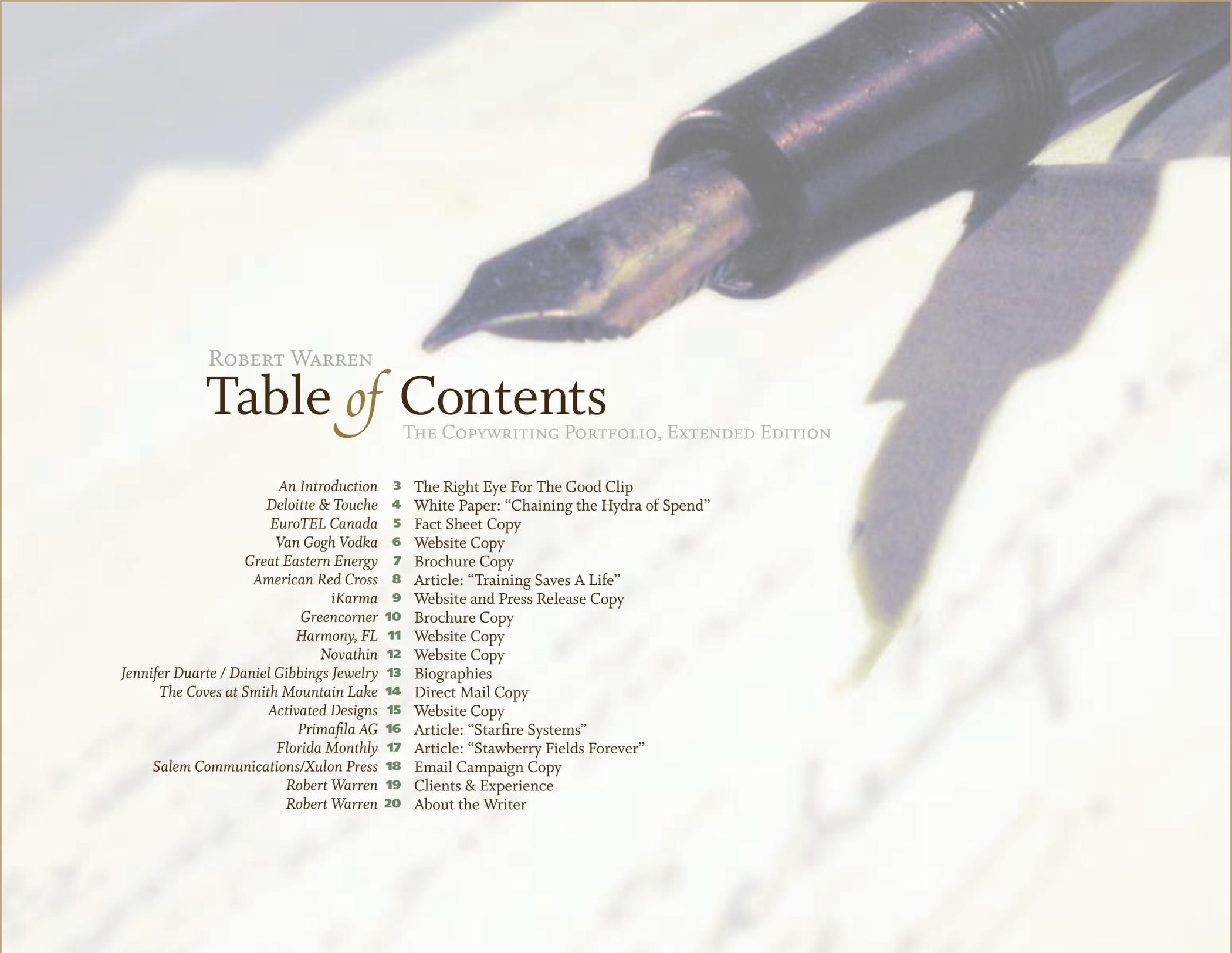
The Copywriting Portfolio of Robert Warren,

Extended Edition

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The  
RIGHT EYE  
for *The Good  
Clip*  
AN INTRODUCTION

*Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.*

*~From *The Elements of Style*, by William Strunk Jr. & E.B. White~*

Writers call them clips, and they rarely tell you what you really want or need to know - particularly, when taken together. That's when they become a portfolio and the real trouble starts.

Taken one by one, good clips are snapshots of strategy and circumstance. But taken together, copywriting portfolios tend to emphasize competition, to skim the differences and turn one-of-a-kind clients into bit players in crowded fields. Clips are easier to organize that way; to a particular kind of eye, they're easier to read that way as well.

To that eye, real estate firms suddenly all become the same. One attorney looks much like the next. This hotel suddenly doesn't look all that different from that one. This brochure is that brochure; this website is that website. The work done for one client starts looking like a pretty good indicator of what can be done for everyone.

A good writer just doesn't see it that way.

He knows that imitation is suicide. That no two clients are the same. That a clever twist of words might be just the trick for one, while another's audience may just require simple language, straightforward and conservative. A good writer learns to

listen and to adapt, because only a fool goes out trying to solve every problem with a hammer - or an adverb - even when every problem does sometimes look like a nail. He does his best to communicate before he creates.

My name is Robert Warren. I am a writer, and have been since 1994.

On the following pages you will find a handful of clips from my signature projects, pieces of written copy that I am particularly proud of. Each is unique. Each client had its own unique needs, its own unique readers, its own unique goals. In each case, I worked with that client to tease those individual qualities out of the fog of competitive marketing, and to get them front row center.

That's the value of hiring a good writer. It doesn't matter what he can do with a thousand words; it matters what he can do with one. Not whether he can demonstrate your place among your competitors, but whether he can listen - and demonstrate that you truly have no competitors.

That's what makes a good clip. And that's what a good writer lives for.

Enjoy.

My Best,

Robert Warren

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## **The Client:**

As one of the “Big Four” global accounting firms, Deloitte & Touche is the highest grossing financial consulting business in existence today. They currently deliver audit, tax, consulting and financial advisory services to more than one-half of the world’s largest companies.

## **The Story:**

From time to time, I write articles and white papers for Deloitte & Touche, to help educate their customers and sell large-scale consulting and implementation projects.

Since the introduction of the Sarbanes-Oxley Act of 2002, American corporations have been forced by law to reexamine their contract management methodologies, in order to maintain legal compliance and to avoid hefty regulatory fines. In recent years, a burgeoning industry has developed to provide Sarbanes-friendly procurement automation regimes.

However, another good reason exists for large business to automate contract management - very often, for a wide variety of reasons, it can save a lot of money.

As Deloitte is in the business of selling this sort of automation project, they came to me to write a white paper explaining the fundamentals of contract management automation to C-class executives (CEOs and CFOs, specifically). I interviewed a handful of Deloitte subject matter experts, consolidated multiple and sometimes conflicting viewpoints, and produced a final 1500-word document.

The focus: “contract opacity”, a Deloitte-coined term referring to the extent to which internal procurement documentation is unavailable to those in need of it. Opacity is the inverse of contract visibility; this paper defines the term, spells out the dangers of opacity, and demonstrates that strong cost saving opportunities exist in treating opacity as its own phenomenon rather than simply as a lack of visibility.

## **SAMPLE #1: WHITE PAPER, “CHAINING THE HYDRA OF SPEND” (EXCERPT)**

In the battle to reduce spend, the goal is intelligence: the ability to accurately predict spend, to develop and maintain favorable contract language, and to ensure visibility of that data to all parties purchasing from the company’s coffers. The goal is to eliminate opacity wherever it is found, consolidating many individual and often unseen spending decisions into a single reliable methodology.

Many of the problems of contract opacity can be corrected with a well-planned Contract Management System (CMS) solution - a technology integration between procurement, accounting and departmental spend.

Modern contract management tools extend from the simple to the highly complex. The heritage of most traditional CMS solution sets, the document repository, typically is limited to a central database of contracts, clauses, terms and other procurement information of organization-wide importance, available to anyone requiring it. In recent years, however, contract management solutions have grown up under the understanding that a solid spend solution requires more than a place to store contracts; it needs automated intelligence, a true integration into management, sourcing and compliance capabilities.

Modern CMS architectures deliver strong feature sets in comparison to their document repository forefathers. With these newer systems, company management can track spend history in detail, determine the best opportunities for enhanced leverage in procurement negotiations, maintain a historical record of preferred contract language, organize preferred contract terms, perform queries of vendor transactions and much more.

Market solutions today include offerings from a wide variety of vendors - including Ariba, Frictionless Commerce, diCarta and SAP - covering the spectrum from robust and top-tier niche players to more general but more established industry leaders. However, very few individual software packages are capable of performing all three major tasks of sourcing, contract management and compliance. For this reason, we recommend to our clients that they focus their implementation efforts on a comprehensive solution of well-integrated technology options rather than a single software system.

## **The Client:**

EuroTEL Canada provides a full spectrum of telecommunications technology and services to enterprise, business and residential customers throughout Canada. EuroTEL currently provides a greater network and service reach than any other Canadian telecommunications company.

## **The Story:**

When I was approached in the fall of 2006 by their company president, EuroTEL Canada already enjoyed the most comprehensive network and service coverage span of any Canadian telecom firm - literally, their service reach covered the nation from coast to coast, with the best technology the industry has to offer.

Like many similar firms I work with, EuroTEL was a very sales-based organization that needed and wanted to expand their overall messaging strategy to include more comprehensive marketing components. So over the course of 2007, we (myself, EuroTEL and my graphic designer, Jen Duarte) worked together to build a full suite of marketing documents designed to leverage and build on the successful strategies employed by the EuroTEL sales staff.

Rather than developing a broad vision-based marketing strategy and then attempting to impose it top-down, I recommended that we instead examine their most successful sales programs in detail and distill those messages first. We could then build up to an overall company identity and mission that reflected actual conditions in the field rather than simply our own assumptions about them.

We did this with a series of fact sheet documents, many of them fairly technical. This one is currently being used by EuroTEL to sell digital phone switching service to enterprise-level business customers.

## SAMPLE #1: EUROTEL “ISDN PRI SOLUTIONS” FACT SHEET (EXCERPT)

### **ISDN PRI Solutions**

For today’s growing business, steady growth depends on reliable communication - and the expertise and experience to keep the data moving. EuroTEL Canada delivers the telecommunications to count on, with the digital networking services that keep Canada in business.

**Fast.** Unlike conventional business phone lines, an ISDN PRI switched service is a complete digital architecture - a highly efficient state-of-the-art telecommunications framework. Fully automated traffic management ensures that call switching and resource allocation always occur at the fastest possible speeds under real-time, demanding network load conditions.

**High Capacity.** Offered via dedicated DS-1 accesses to the PSTN, EuroTEL’s ISDN PRI solutions deliver aggregate bitrates of 1.544mbps per T-1 trunk line. For businesses that need even more, we also offer multiple DS-1 support as well as DS3-to-DS1 channelizing - everything our customers need to scale their telecommunications networks with the growing demands of their businesses.

**Reliable.** The true beauty of an ISDN PRI service is its reliability. As a robust end-to-end digital circuit, a PRI network is free of the line noise problems found in conventional business phone networks - a vital key to high network uptime and “five-nine” system productivity.

**Flexible.** Supporting both National ISDN-1 and ISDN-2 standards, EuroTEL’s PRI designs offer a high degree of flexibility via several channel multiplexing configurations, including 23B+D, 24B and 23B+Back Up D distributions. Capacity per DS-1 access can be easily distributed among 23 or 24 64kbps data channels, allocated on demand into any configuration needed by your most demanding applications.

**Cost Effective.** An ISDN PRI solution from EuroTEL Canada is highly cost effective in comparison to conventional analog business phone lines. By intelligently and automatically allocating PRI data channels based on real-time traffic conditions, a PRI’s digital switching system can achieve far greater trunking efficiency than its analog counterpart. Also, a PRI service cuts your hardware costs - a single digital trunk card can replace as many as 24 comparable analog trunk cards.

# Van Gogh Vodka

PRODUCER OF HIGH-END LIQUORS AND SPIRITS

WWW.VANGOGHVODKA.COM

ON BEHALF OF .COM MARKETING, INC., WWW.COMMARKETING.COM

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Van Gogh  
VODKA

## **The Client:**

Van Gogh Vodka is a 125-year-old Dutch liquor producer specializing in premium flavored vodka and gin spirits. Work was performed on behalf of .Com Marketing, Inc., a Florida-based interactive marketing firm.

## **The Story:**

.Com Marketing's creative director hired me to develop online communications strategy, organization and written content for Van Gogh Vodka, the producer of an award-winning line of alcohol beverages that includes over a dozen different types of flavored vodka (such as Espresso Coffee, Coconut and Orange).

Van Gogh competes with the likes of Absolut and Smirnoff: their core market consists mainly of formally educated women, between the ages of 30 and 50, who possess the means to fund discriminating tastes. Their branding centers on the "Perfect Martini" and Van Gogh's database of over 10,000 martini recipes - of course, all using Van Gogh products.

My recommendations stressed the importance of concentrating our efforts on the reader's senses: seventeen "flavor" pages, individual copy blurbs promoting each Van Gogh flavor as a unique and memorable life experience. Once the product was identified with an emotional self-image ("I am romantic", "I like the classics", etc.), the copy flow then would transition into a versatility pitch ("Straight or mixed", etc.), using a standardized closing ("always makes the Perfect Martini") to focus the reader into a single overall action - to send the reader looking for martini recipes.

In the end, I wrote all seventeen flavor pages, as well as most of the remaining website copy. Both Van Gogh and .Com were happy with the end results.

## SAMPLE #1: BLACK CHERRY VODKA

### **Kindle The Perfect Passion.**

A promise of memory, in a dream of romance - sensuality finds its expression in candlelight, soft music, and the smooth, subtle essence that is Van Gogh Black Cherry Vodka.

Woven delicately with the elegant bouquet of black cherry blossoms, this all natural spirit is perfect for the inner romantic: delicious and fresh, gentle yet sophisticated to the palate, a sweet and unforgettable complement to an unforgettable evening.

Indulge the most perfect passions with the highest-rated flavored vodka in the world. Straight or mixed with other fine Van Gogh Flavored Vodkas, Van Gogh Black Cherry Vodka always makes the Perfect Martini.

## SAMPLE #2: GIN

### **Classic Taste, In The Classic Style**

The classics never go out of style. Handcrafted in Schiedam, Holland since 1891, Van Gogh Gin continues to satisfy the spirit lover's refined tastes - with an all natural, low carbohydrate elegance critically acclaimed as the finest spirit in the world.

Triple-distilled in small batches for a smooth, gentle finish, this delicate blended flavor of ten distinctive herbs and botanicals from Europe and Africa continues to enchant, year after year. This is the classic white spirit, for the classic gin connoisseur.

Crafted to delight, distilled to perfection. Straight or mixed with other fine Van Gogh spirits, Van Gogh Gin always makes the Perfect Martini.

## SAMPLE #3: HERITAGE (EXCERPT)

All Van Gogh spirits and liqueurs are distilled and bottled by the Dirkzwager Distilleries in Schiedam, Holland, a city famous since the 16<sup>th</sup> century for innovation in the distillation sciences.

Handmade in small batches through a triple distillation process, Van Gogh spirits are made using only the finest grains and purified water. The grain alcohol, distilled twice in a column still to eliminate congeners and impurities, achieves Van Gogh's signature smooth taste during a third distillation in a copper potstill. A six-week double infusion process, pioneered by Dirkzwager, follows to introduce the spirit's all natural flavoring.

## **The Client:**

Great Eastern Energy is a major American industrial energy provider based in New York. They specialize in natural gas delivery and energy efficiency consulting.

## **The Story:**

Great Eastern Energy had a very basic - and very common - problem: they had outgrown their marketing. A significant industrial player in the natural gas marketing sector, Great Eastern's website and brochures made them look like a small town power company. Their written copy promised cost savings on monthly power bills, offered online rebates and generally fixated on lower price as their only market advantage. We needed to reinvent their message to reflect their status as a strong, modern firm - and yet one not lost within its own complexity.

A competitor analysis determined that GEEC's industry was bookended by large, impersonal corporate titans succeeding on their brand names and small energy firms surviving by shaving costs. We concluded that a wide, fertile market existed undominated by either side.

I recommended a "middle road" strategy, conveying the weight of experience within the image of a young and aggressive niche energy firm. By demonstrating that Great Eastern's long experience allows them to act more quickly and with greater insight within a progressively more unstable and risky energy market, we could promote a message that would stick with those readers.

In addition to the brochure sample listed here, I also wrote the majority of copy for Great Eastern's website, as well as website copy for a spinoff organization focused on energy procurement consulting.

## **SAMPLE #1: BROCHURE COPY, "FINEST INNOVATION"**

### **Our Finest Innovation Is Your Energy Confidence.**

Energy is the lifeblood of global commerce. From major industry to the corner bakery, the health of every business depends on reliable access to cost-effective energy options - and the experience to turn that energy into real productivity value.

Today, in over 30 major markets throughout the United States, our smart energy solutions are creating real results: fueling business growth, cutting costs, and expanding profit margins. We deliver more than reliable utilities. We secure our customers' futures.

In an increasingly energy-conscious world, we believe that today's energy companies should do more than keep your lights on - and that your business should expect more.

We are America's premier energy solutions provider. We are Great Eastern Energy.

### **When Results Matter..**

Since first becoming an approved ESCO (Energy Services Company) in New York and New Jersey in 1996, Great Eastern Energy has delivered efficient, cost-effective energy solutions - and consistent, tangible cost savings - to large and small commercial/industrial customers throughout the United States.

Specializing in natural gas delivery and management, we provide to our customers more than the energy they need to keep working. We also show them how their smart energy choices create real productivity benefits.

### **When Knowledge Matters..**

Our over 60 years of energy management and marketing experience have given our team a broad, sophisticated understanding of the opportunities that come with optimized energy planning.

With our individually designed and tailored strategic business programs, our clients safely navigate today's increasingly volatile energy markets - and enjoy real bottom-line results, delivered directly to their desktops.

### **Energy Matters.**

Energy matters whenever results matter: whenever your business needs demand the reliable, steady value that skilled energy planning provides.

At Great Eastern Energy, our finest innovation is your energy confidence. Visit our website at [www.greasternenergy.com](http://www.greasternenergy.com) (or email us at [contact@greasternenergy.com](mailto:contact@greasternenergy.com)) to learn how our tailored energy programs can create real productivity value for your business today.



## **The Story:**

From time to time I do pro bono work for organizations I find particularly deserving, one of my favorite being the American Red Cross. From providing First Aid classes and operating disaster shelters to reuniting families torn apart by war atrocities, the sheer depth and breadth of the work accomplished by the Red Cross is just staggering.

For much of 2001 and 2002, I served as a media liaison and public relations writer for the Public Affairs department of the Tampa Bay Chapter. In addition to assisting with media communications at disaster scenes, my duties included writing stories for their website and newsletters, developing and writing press releases, and assisting in the conceiving and development of fundraising materials. "Training Saves A Life" was a newsletter piece I wrote during this time.

John Chronin, a local DAT (Disaster Action Team) volunteer, was a nice guy who happened to be in the right place at the right time to make a real difference. When a pedestrian was hit by a car one August Thursday in downtown Tampa, John selflessly rushed into busy afternoon traffic to save the man's life. I interviewed John about the incident and wrote the following piece.

Our goal was to use his story to help attract people to take First Aid training. It was a very successful piece.

## SAMPLE #1: ARTICLE, "TRAINING SAVES A LIFE"

### **Training Saves A Life**

*"Chance favors a prepared mind." - Louis Pasteur*

On the afternoon of August 8, 2002, John Chronin of Temple Terrace, Florida came upon a multi-car collision as he approached the intersection of South and Kennedy Boulevards in downtown Tampa. One of the vehicles had spun out of control and hit a pedestrian, whose body then flew through the air and fell to the pavement like a rag doll. His head came to rest only inches away from the front tire of a nearby car.

Others stood around the injured man, debating how best to help. Should we move him out of the street, one asked, at least to get traffic moving again? Has anyone called an ambulance? Is he still breathing? What about the blood?

John, an American Red Cross Disaster Action Team volunteer for Hillsborough County, had taken First Aid courses through the Greater Columbus (Ohio) Chapter in 2001 and CPR courses through the Tampa Bay Chapter earlier this year. He tried to recall his training and for a hard moment drew a blank. "Suddenly I just couldn't remember. But I knew we had to stop the bleeding. I collected myself and the training all came back."

The injured man had suffered serious head trauma. A red pool was widening under his head; he was barely coherent, babbling. John took off his own shirt to make a compress bandage. "His fingers were turning blue. I was afraid he'd go into shock. That spreading pool, that's the main thing I was worried about."

He yelled out for somebody with a cell phone to call an ambulance.

Working quickly, John managed to stop the bleeding. Confident that the man was breathing and that his blood loss was under control, John and another onlooker covered him with a blanket to keep him warm until emergency crews could arrive to take over the scene.

Thanks to John's quick action, the man is alive today and in stable condition at Tampa General Hospital - conscious, aware and communicating. John visited with him recently.

Refusing any credit for himself, John stresses the vital importance of Red Cross First Aid and CPR training. The training, he says, made all the difference. "It could be your wife or best friend in trouble. Everyone should have this," John says. "If I hadn't, I would have been just like everyone else out there that day, wanting to help but not knowing how. We could have done more damage, just trying to help.

"That training saved his life."

## **The Client:**

iKarma, Inc. specializes in the development and marketing of Web-based reputation management and organizational systems. iKarma.com is their online reputation management service.

## **The Story:**

I was brought into the iKarma project to assist in conceptual development, copywriting and media strategy prior to initial launch of their online service, iKarma.com. I've written materials for iKarma ranging from website copy and investor documents to press releases and magazine articles.

At the beginning, the main problem we faced was concept complexity - online feedback technology is a highly complex topic, the subject of a decade's worth of academic and industry study. To make the idea of personal reputation management sell, I stressed that we had to pare the topic down to an extremely simple message - iconic, elemental, almost mythical.

As iKarma's service itself is very values-oriented, so did the message need to be; we needed to convey a central concept that wouldn't fall to confusion, but would be immediately and viscerally comprehended. We needed a message so emotionally identifiable that some people would embrace it as a cause rather than merely an online service.

I currently write content and consult on iKarma's media and communications strategy on an ongoing basis.

## SAMPLE #1: iKARMA.COM LANDING/HOME PAGE COPY

### **Reputation Works.**

Your reputation matters. Online or offline, in business or among friends, your reputation says everything about you - who you are, what you do, and what others think about you. The strength of a good name is the finest marketing that money can't buy.

iKarma.com provides all the tools you need to document and promote your reputation with trust and convenience. In just a few minutes, you can begin harnessing the value of public good will to strengthen your customer base and grow your business.

Good iKarma benefits everyone. Stock brokers. Dentists. Artists. Even the neighborhood babysitter. Wherever a good reputation matters, your iKarma is there.

It's never too soon to enjoy the power of a good reputation. So take the tour - and start putting your iKarma to work today!

## SAMPLE #2: PRESS RELEASE, "REPUTATION GOES VISUAL" (EXCERPT)

### **With iKarma's New Network Viewer, Reputation Goes Visual**

*New Visual Tools Bring The Power Of Reputation To Online Business Networking*

JUPITER, FLORIDA, August 25 2005 - iKarma Inc. (www.iKarma.com) today announced the release of the iKarma Network Viewer, a feature expansion that incorporates powerful new business networking tools into their online reputation management service.

Using state-of-the-art visual "mind map" technologies, the Network Viewer allows iKarma users to examine and navigate the network of iKarma user relationships with an interactive Flash-based interface. Relationships between iKarma members are illustrated as an animated web of visual connections - expanding, contracting and delivering member reputation details from the comfort of the user's mouse pad.

iKarma.com launched their new online reputation management service on August 6.

## **The Client:**

Greencorner, based in Orlando, Florida, is a global leader in the production and sales of high-end commercial market umbrellas for use in hospitality, corporate and related applications. Their markets span North America, Europe and North Africa.

## **The Story:**

I met the president of Greencorner in late 2006, and he quickly became one of my very favorite clients. He knew his business; he knew what he wanted and where his company was going; he moved decisively and could always be counted on for professionalism. I love these people.

Greencorner is a leader among a very select group of companies globally that produce large commercial market umbrellas. If you have ever visited Hard Rock Cafe at Universal Studios Florida, you have seen Greencorner's work - Hard Rock is one of their customers. Beautiful, rugged, made from the highest quality parts and assembled by hand, and exceptionally well-serviced, the Greencorner umbrella is simply one of the very finest products of its kind on the market today.

Greencorner was another sales-based organization eager to expand their marketing scope; as I prefer to do in these situations, we began with a full analysis of their sales strengths and methods. I rewrote all their form emails, developed direct mail and email-based marketing programs, and rewrote the copy on several of their outbound sales documents.

This sample is an excerpt from copy written as a drop-in replacement for the copy on Greencorner's standard presentation folder. Filled with tech sheets, brochures and other information, this folder is mailed out to prospects requesting Greencorner product information.

## **SAMPLE #1: GREENCORNER FOLDER/BROCHURE, MAILER COPY (EXCERPT)**

### Panel 1, segment 1 - 91w

Offering ELEGANCE - steady shelter from rain and wind, a gracious place to rest and relax, a gentle touch of class to your business aesthetic. And a beautiful and practical way to compliment your customer experience. Market umbrellas by Greencorner deliver all the qualities you need to transform your outdoor spaces into investments in art: high quality manufacture, fast delivery, a broad palette of design options, guaranteed support, affordable cost. All with the experience and dedicated focus that has made Greencorner today's leader in commercial grade umbrella systems for business and home.

### Panel 1, segment 2 - 92w

Greencorner brings a wealth of TRADITION to the craft of outdoor covering manufacture. First established in Europe nearly two decades ago, family-owned Greencorner developed and tested its signature umbrella system to withstand the rigorous demands of harsh Mediterranean climates, relying on sturdy materials and construction techniques first pioneered for the European sailboat industry. The result: exceptional wind resistance, high durability, long term attractiveness. The Greencorner umbrella's trademark extra large canopy design today accentuates the outdoor look of corporations, resorts, restaurants, and other hospitality venues throughout North America, Europe and North Africa.

### Panel 2 (overflap) - 56w

Above all, the Greencorner name means DEDICATION to detail and a commitment to producing the finest commercial grade umbrellas available today, at a cost and fast delivery time that our competitors simply can't match. More than just great umbrellas, we deliver complete covering solutions designed to withstand the demands of not only the weather, but of life.

## **The Client:**

Based in southeast Central Florida, the town of Harmony is a suburban planned community designed with a strong emphasis on environmental protection, walkable communities, minimized light pollution and high amenity.

## **The Story:**

Harmony was one of 2007's really interesting jobs - an environmentally conscious New Urbanism-type community, created around an institute founded to foster healthy coexisting relationships between human beings and animal/wildlife societies. The town is located near St. Cloud, Florida. I landed the Harmony assignment through word of mouth, via referral from the folks involved in the Van Gogh Vodka project the year before. Harmony was slated to be the Parade Of Homes featured community for March 2007, and so they were completely redesigning their website. And they needed new copy.

Day one of the Harmony job had me out at Harmony itself, interviewing the key players and taking the guided tour of the property. The place is gorgeous. Small cottage-like houses, clean and quiet neighborhoods, an elementary school only a short stroll from front yards; two pristine Florida lakes that lovingly capture the essence of what Florida was like a century ago. "Quaint" was a good word to describe the experience - I could definitely see the appeal in buying a Harmony home, particularly for those raising families.

These two samples are from the final delivered Harmony website copy. The Harmony communications team used the "We Found Harmony" concept to build out a whole marketing campaign.

## **SAMPLE #1: HARMONY, FLORIDA WEBSITE COPY - LANDING PAGE**

When we found our new home, we found a place of neighbors. A relaxed but tight-knit community of rocking-chair porches and friendly people, living side-by-side with pristine Florida nature and wildlife. A town that captures the beauty of Old Florida while offering the strong cultural foundation to live happily in the 21st century.

Today we live in an environmentally intelligent community - in highly energy efficient homes, surrounded by charming walkable parks and 7,700 acres of Central Florida nature preserve. We enjoy afternoons golfing on Central Florida's first Johnny-Miller-designed championship golf preserve, a challenging course rated four and one-half by Golf Digest Magazine. We canoe in the unbroken peace of two fully protected 500-acre lakes, and we chat with our neighbors at our monthly Farmer's Market. We learn, eat and play within easy walking distance of our homes.

Our children can see their front yards from their classroom windows, enjoying the educational benefits of small class size and personal attention. And at night, we enjoy peaceful strolls down safe streets under a clear starry sky, stunningly free of the light pollution of the city.

When we found our new home, we found more than simply a great place to live. We found an investment in the future, a dream for retirement, a planned community to truly love and believe in.

We found Harmony.

## **SAMPLE #2: STORY OF HARMONY - INSTITUTE (EXCERPT)**

Founded as an independent 501(c)(3) charitable organization in 1996, the Harmony Institute was created by former Orlando Humane Society director Martha Lentz to promote the health value of living in close proximity to animals and natural wildlife ecologies. The Institute was named in memory of Margaret Harmony Eastman, the mother of the founder.

As the Institute grew in mission scope, the founders decided to put principles into practice. The original 100-acre facility set aside for the Harmony Institute now sits at the center of Harmony's 11,000 acres, providing the philosophical and moral leadership that today guides the development of the Harmony community. Among other activities, the Institute promotes and develops programs to innovate new ways for human beings to enjoy peaceful coexisting relationships with the animals in their lives.

## **The Client:**

NovaThin is the trade name for a brand of high-tech absorbency materials produced by EAM Corporation (formerly of Rayonier), mainly for the clinical/healthcare and personal hygiene industries.

## **The Story:**

The NovaThin website project got its start in the summer of 2006. The long and short of it was that NovaThin's parent company, EAM Corporation, had spun off from Rayonier the previous year and was still working itself out in terms of independent branding and marketing. They'd finally gotten to the point where they were ready to move forward on an entirely new branding scheme, and a Rayonier-free NovaThin website was the first step. That's where I came in, along with Eric Jennings over at Studio Blur ([www.studioblur.com](http://www.studioblur.com)).

NovaThin is the kind of product I like writing about. I have a special place in my heart for the misunderstood ones, and NovaThin was misunderstood - an extremely super-absorbent, thin-profile polymer with obvious clinical and personal hygiene applications, especially in medical and feminine hygiene products. Rayonier had put a lot of money into it, found that NovaThin struggled to find its market, and finally sold the division off to Kinderhook Industries.

The main problem NovaThin faced at the time was product cost and value offset. The material was far superior to anything else like it on the market, but it also cost more. So when I began developing copy for the new NovaThin website, my primary concern was to carefully target the reader and to keep the message focus on distinguishing anticommodity points.

This sample is an excerpt from the copy I delivered.

## **SAMPLE #1: NOVA THIN WEBSITE, "WHY NOVA THIN?" PAGE**

### **Why NovaThin?**

We deliver on the NovaThin brand promise with the total product offering: not only exceptional absorbency quality at highly competitive manufacturing cost, but delivered with a legacy of unparalleled customer service and support.

The NovaThin advantage offers the quality comfort and protection your customers want - and the next-generation manufacturing expertise and committed industry partnership your bottom line demands.

- Superior absorbency with an ultrathin profile. NovaThin cores incorporate specialty fluff pulp, super absorbent polymers and tissue to create an innovative airlaid product that isn't dependent on latex or thermobonding agents. The result: a 100% absorbent structure and the thinnest airlaid core commercially available today.
- Higher production yields at lower costs than competing airlaid products. While competing airlaid production processes yield as much as 30% irreclaimable scrap, the NovaThin process yield 5% or less of scrap. Patented NovaThin manufacturing technology delivers production cost savings superior to that of conventional airlaid products.
- Better travel capacity. With its ultrathin profile, NovaThin material packages more efficiently than competing airlaid products, resulting in an average 50% more product in the same size shipping container. This translates into significant transportation cost savings with large shipments, as well as more efficient production lines.
- Reliable production and delivery. Combining industry experience, airlaid manufacturing expertise and state of the art production technology, EAM Corporation supplies NovaThin high performance absorbency products to many of the world's most successful personal care product manufacturers.
- Exceptional customer service. We stake our reputation on every product we create, and every customer we serve. At EAM, the NovaThin process doesn't end with shipment: we stand by our work, and work with you to deliver the best customer offering possible.

[link] Learn more about how [link] NovaThin brand products can be integrated efficiently into your current product line.

# Jennifer Duarte Design / Daniel Gibbings Jewelry

INDEPENDENT CREATIVE PROFESSIONALS

WWW.JENNIFERDUARTEDESIGN.COM & WWW.DANIELGIBBINGSJEWELRY.COM

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## **The Story:**

For an independent creative - writer, graphic designer, musician - one of the most important components of an effective website is the artist biography page. In the eyes of many, the image of a working artist invokes a mythical intrigue, a fine and almost mystical quality that distinguishes art as a profession. The website that promotes an artist's work must convey a sense of that intrigue in its copy.

Jennifer Duarte, a good friend and colleague of mine, is a graphic designer based in Los Angeles, California. I've had the pleasure of knowing and working with Jen for a number of years. When I first examined her website copy with an eye towards rewrite, what concerned me was that very little in the copy showcased her formal educational background in the arts. I recommended rewriting her biography to include that material, as well as to add a certain emotional undercurrent to the reading flow.

While writing this new clip, inspiration led to the words "hopelessly in love with the work she does"; at first I wasn't sure if we should keep it, but we finally decided to leave it be. Jen tells me that not only has she landed assignments based on that phrase, her clients have begun using it to describe her to others. Nothing succeeds like success, eh?

Some writing assignments trade the paintbrush for the scalpel. The second clip shown here was written for an independent jewelry artist and metalworker in Santa Barbara, California. I was called into the project by the developer handling his new website design and launch; they had a biography page at about 600 words and needed it reduced to 100 words or less without losing any important information. To pull it off I had to scrutinize every word, never using two when one would do. Both Gibbings and the developer were surprised at how well it came out.

## SAMPLE #1: WEBSITE "ABOUT" PAGE, JENNIFER DUARTE DESIGN

Jennifer Duarte has been a professional graphic designer since 1999, providing her clients in San Francisco, southern California and Washington D.C. with the fine visual impressions that define their organizations with taste and elegance.

Graduating summa cum laude and phi beta kappa with a Bachelors of Fine Arts from Tufts University and the School of the Museum of Fine Arts in Boston, Massachusetts, Jennifer also holds a Master's Degree from The George Washington University in Washington, D.C., where she attended on a University Fellowship. She is currently a member in good standing of the American Institute of Graphic Arts (AIGA) and the Graphic Artists Guild.

Jennifer's client portfolio includes successful projects ranging from non-profit fundraising efforts to high-technology graphic design for the cell phone industry. Hopelessly in love with the work she does, Jennifer Duarte has built a solid reputation among her clientèle for clean and contemporary designs, personal client relationships and honest, reliable service.

Jennifer Duarte's offices are based in Los Angeles, California.

## SAMPLE #2: WEBSITE "ABOUT" PAGE, DANIEL GIBBINGS JEWELRY

Daniel Gibbings' signature jewelry designs - inspired by the art, history and culture of early Byzantine and medieval civilizations - have for over twenty years garnered critical industry attention as well as a loyal following of discerning clients. Educated at Israel's Jaffa School of Art and London's Sir John Cass Faculty of Art, Daniel today attracts a global audience with his fusion of modern sensibility and the metalworking sophistications of antiquity.

Daniel works and resides in Santa Barbara, California. Furnished with the hardwoods and artwork of his native South Africa, his open studio and showroom offers visitors the rare opportunity to watch fine jewelry created in the atmosphere of a traditional African lodge.

# The Coves at Smith Mountain Lake

PLANNED COMMUNITY  
WWW.COVESATSMML.COM



## **The Client:**

The Coves is a luxury lakeside community residing on the shores of Smith Mountain Lake, one of the most popular vacation and retirement locations surrounding the general Washington, D.C. area.

## **The Story:**

I was called by a local marketing firm in Orlando in early 2007, with a simple question: have I done any work with real estate? I had, but by sheer fortune of coincidence I had also just wrapped up the Harmony, Florida website project a few weeks before; it had been a spectacular success. The Coves At Smith Mountain Lake sounded fairly similar to Harmony in many ways.

Smith Mountain Lake is one of the most beautiful and popular natural vacation spots on the American East Coast. Set within the Blue Ridge Mountains of Virginia, the Lake is a natural draw for homeowners throughout the entire Washington/Maryland/Virginia area. Gorgeous waterfront, spectacular sunsets, pristine mountain forests, environmental consciousness, the whole works: just the kind of product I love to sell. Clients like The Coves make my job both easy and fun.

We started out with a direct mailer, designed to warm up their mailing list and to promote an upcoming open house for select prospects. They wanted a slightly different tack than Harmony did - where Harmony was more focused on the environmental-preservation angle, The Coves wanted to build their brand on the guilt-free clean-environment experience. They didn't want corporate boilerplate, but also didn't want a lot of fluff poetry; I think I struck the right balance in both tone and content. They agreed.

## **SAMPLE #1: THE COVES, DIRECT MAIL**

### **Cover/Tagline**

Come Experience The Heritage Of Clean Lakeside Living..

At The Coves

### **Panel 1 - Int. Left - 70w**

Sheltered within the unbroken peace of southwestern Virginia's Blue Ridge Mountains, we proudly offer The Coves - a carefully planned community designed to bring the enjoyment of waterfront living to the rare scenic beauty of Smith Mountain Lake. Fresh and crisp mountain air, miles of hiking trails through pristine natural spaces, a quiet getaway that strikes just the right balance between environmental responsibility and luxury amenity: The Coves is lakeside living at its finest.

### **Panel 2 - Overleaf (Ext. Left) - 40w**

Over 500 miles of beautiful shoreline surround 20,600-acre Smith Mountain Lake, providing residents of The Coves with ample recreational activities - camping, boating in one the finest fishing locales on the East Coast, as well as other abundant opportunities to explore the rare natural beauty of this land.

### **Panel 3 - Int. Center - 85w**

What truly distinguishes The Coves from other developments at Smith Mountain Lake is our firm commitment to environmental stewardship. Every aspect of the Coves - from preservation of open spaces to our adherence to low impact land development principles - has been carefully planned to preserve long term property values, while respecting and protecting the land for future generations. A home at The Coves represents a new and better life among open natural spaces, nestled within Smith Mountain Lake's premiere full-amenity luxury community.

### **Panel 4 - Int. Right - 115w - CTA**

Would you like to learn more about lakeside living at The Coves? Come visit us!

This summer, we will be hosting a group of early registrees and their families for our Coves Discovery event, scheduled for early June 2007. During this rare event, our guests will enjoy a getaway weekend at Smith Mountain Lake, complete with food, entertainment, special buyer incentives and a chance to tour the Coves and meet with our professional management team.

As our registration list is limited, we recommend making your reservations early for this exclusive opportunity. Please call us at ###-###-#### or visit us on the Web at XXX to reserve your places today!

## **The Client:**

Activated Designs, of Valencia, California, builds custom motorized lift systems, mostly for high-end audio/video systems in business and home. Activated's clients include Steven Spielberg and Barbra Streisand, as well as many of the biggest corporations in the world.

## **The Story:**

Activated Designs is another one of those clients that make my job fun and easy. Based on the West Coast, Activated produces high quality electrical lifts for luxury audio-video systems - multimedia concealments designed to tuck a plasma TV or audio rig away until needed.

The market for lift systems is pretty well-populated, but as usual, most of the industry players produce cheaply-made, low-cost junk that breaks down and isn't as safe as it could be. Activated focuses on the high end of the market; founded and led by a perfectionist engineer with a deep passion for his work, they're the guys you go to when you want the best and have the money to pay for it.

These samples come from copy I wrote for an Activated Designs website redesign in the fall of 2006. They liked the copy, but since our relationship concluded their website has undergone multiple redesigns, and little of my copy remains on their current site. It's a shame, too; I think we had a solid lock on something. But as I say often, my clients know their business far better than I ever will. I was just happy for the opportunity to work with them and to learn more about their business and industry.

I also think the copy we developed together came out great, but admittedly, I'm a bit biased.

## **SAMPLE #1: ACTIVATED DESIGNS WEBSITE, LANDING COPY**

Smooth, quiet operation. Ultra-compact design. Engineered for safety and simplicity. Everything you need to perfect the total entertainment experience.

From ready-made systems to custom applications, the Activated Designs line of motorized audio/video lifts offers the finest multimedia concealment options available on the market today. High quality components and construction provide reliable, near-silent operation as well as secure protection for expensive electronics. And our exclusive "Floating-Lid Support" safety design prevents pinched fingers and other injury risks.

You want technology that accommodates taste. We offer charm on demand.

Satisfied customers worldwide enjoy the benefits of Activated Design lift systems every day. In homes. In offices. In hotels. On boats and in planes. We create the tools that lift your entertainment to fit your world: where you need it, when you want it.

So let Activated Designs provide the magic. You enjoy the show.

## **SAMPLE #2: WEBSITE COPY, "ABOUT ACTIVATED DESIGNS" PAGE**

### **About Activated Designs**

Offering over two decades of experience in motorized design, the Activated Designs studio provides both custom and stock audio/video enclosure and lift solutions to commercial, corporate and luxury residential clients around the world.

From the corporate boardroom to the world's most prominent hotels and resorts, the Activated Designs brand of quality concealment design offers convenience, ease of installation, operational safety and charm in equal measure. Dedication to quality and the customer experience has helped establish us as today's industry benchmark in premium motorized entertainment mounts.

Our list of satisfied customers includes [specific recognizable resort and corporate names], as well as celebrities such as Barbra Streisand and Steven Spielberg.

The Activated Designs main office and design studio is located in Valencia, California.

## **The Client:**

Primafila AG is a corporate communications firm based in Switzerland, providing outsourced public relations and creative services to large corporations in Europe and America. Their client for this project was Clariant, the global chemical and materials technology giant.

## **The Story:**

One early Friday evening, just as I was about to hang it up for the week, my office phone rang. It was a representative of Primafila's American arm, and she had a problem.

On the following week, the 23rd Annual Brake Colloquium and Exposition would be taking place at the Omni ChampionsGate hotel in Orlando; attending that Tuesday would be the upper management of the chemical giant Clariant and that of Starfire Systems, an American materials technology firm specializing in nanostructured ceramic polymers. The two firms had recently announced a major cross-Atlantic business alliance and Clariant had commissioned Primafila to write an article about it. The expo would be Primafila's best opportunity to interview the leaders of both companies at the same time.

The Primafila representative, based in Michigan and unable to make the last-minute trip herself, had spent all day that Friday trying to line up a local writer to interview the executives and write the piece. She found me after an Orlando Sentinel reporter had his bid blocked by his editor.

She and I chatted for a bit before I agreed to take the assignment on a rush basis. Then, on the following Tuesday, I packed my pens and notepads and digital recorder, sat down with the executives in a meeting room at the ChampionsGate and talked chemistry for over an hour. I delivered the final article a week later.

That was a fun assignment; I wish they happened more often. Everyone involved was happy about how the final product came out.

## SAMPLE #1: ARTICLE, "STARFIRE SYSTEMS" (EXCERPT)

### **Clariant Finds "Natural" Chemistry with Starfire Systems**

"I think it's a very good demonstration of how quickly the personal chemistry can play a role in real chemistry," says Hubert Liebe, Clariant's head of New Business Development, about Clariant's recently announced alliance with Starfire Systems, Inc. of Malta, New York.

At the core of Starfire's business - and of the new alliance - is a relatively new technology: nanostructured ceramics and composite materials, engineered at the atomic scale from polymers. Founded in 1988, privately owned Starfire Systems specializes in the development and production of patented silicon carbide (SiC) forming pre-ceramic polymers and material systems, in applications including aircraft components, automotive friction products, and microelectronic coatings and circuit board packaging materials. The match of Starfire technology with Clariant industry expertise, both companies believe, is a natural - and highly symbiotic - relationship.

"As you start to look closer and closer," says Starfire's VP of Marketing, Herb Armstrong, "there is a real convergence of the things that we are doing and Clariant has been doing for many years, to create new products and to accelerate the time it takes to bring these new technologies to market."

As part of the agreement, formally announced on September 20, Clariant has completed a financial investment in Starfire Systems. The culmination of a negotiation process that began in a Newark, New Jersey airport lobby in late 2004, the new alliance represents significant opportunities for both companies in the growing field of nanostructured ceramic systems.

Current metallic and ceramic materials are reaching their design limits, says Starfire's President, Richard Saburro, particularly in applications that require extremely high resilience under harsh conditions. "The aerospace companies, the leaders - NASA, Lockheed, Boeing - are coming to us for material solutions for the next generation of spacecraft and aerospace vehicles, because current materials have reached their design limits, and just can't go any further."

Unlike most current materials, nanostructured ceramics are formed from particles whose sizes are measured in nanometers - nearly atomic scale. By controlling the size and configuration of the material components on a nanoscopic level, chemists can control the material properties of ceramic compounds far more effectively than they can conventional metallic alloys.

## **The Client:**

*Florida Monthly* is a regional magazine focusing on the attractions, history and cultural appeal of the state of Florida and of traditional Southern culture.

## **The Story:**

I grew up in Florida, which is a very odd and unique state full of hidden stories buried in dark corners, legends and myths, insanities and inanities and people at their very best and their very worst.

I did a series of articles for *Florida Monthly* about pre-War state history, the era that saw Florida stumble its way into the modern world, out of the Great Depression and stumbling into an identity that had not yet been defined by Walt Disney. It's a fascinating period of time to explore.

This one was about the so-called "strawberry schools" of Hillsborough County, which themselves were symbolic of the entire state transition into modernity and urbanism. It was a tough article to research (at least until I lucked onto a local Turkey Creek historian who was sitting on a treasure trove of information); after several false starts, my story settled around a single school building in a single small town. It had been preserved as a historical building, and local advocates had been trying to get Hillsborough to fund a library conversion for almost a decade without success.

About a year after this story was published, I got a call from the historian, telling me that the funding finally happened - and that this article, and the statewide attention it received, sealed the deal. Of all the writing jobs I've done so far, I'm the most proud of this one. Not much money, but it made a real difference.

## **SAMPLE #1: ARTICLE, "STRAWBERRY FIELDS FOREVER" (EXCERPT)**

On the north end of east Hillsborough County's Turkey Creek Middle School stands a simple two-story brick building, nestled among Plant City's modern commercialized strawberry fields. The windows are dark, the doors locked; a brass plaque near the front door identifies the historic landmark as Turkey Creek School.

Turkey Creek was one of Plant City's very first - and very last - "strawberry schools," rural institutions operating on an annual schedule coinciding with the winter strawberry harvest. Strawberry school students, mostly the children of local farmers, attended school March to December, with three months break to help work the fields during the winter strawberry season.

The earliest historical record of Turkey Creek School, mentioned in School Board meeting minutes dated March 1, 1873, reads simply: "The Board confirms the action of the supt. in establishing a school at Turkey Creek Numbered 16, with J. J. E. Frierson as trustee." The school was a simple white wood frame construction, the class size only a few dozen elementary students; six other schools are known to have existed countywide at that time.

Plant City, known in 1873 as a center of cotton shipping, was still decades away from discovering its strawberry future. Local farmers grew cotton, citrus, celery, tobacco, pepper and rice. Like most of America at the time, the area's economy depended on the agricultural production of small family farms. In those early years, students attended Turkey Creek three months of the year and spent the other nine working in the fields.

By 1902, however, Plant City became the largest shipping point for winter-grown strawberries in Florida, exporting large berry crops to northern states unable to grow them during cold months. Planting acreage, planted and harvested mainly by children growing up on Plant City farms, ranged from 150 to 300 acres per season. Turkey Creek was one of 22 schools serving the strawberry farming communities of Hillsborough County.

# Salem Communications'

XULON PRESS, A SALEM COMMUNICATIONS COMPANY  
WWW.XULONPRESS.COM



## **The Client:**

Xulon Press is North America's leading faith-based self-publishing company, helping to bring hundreds of new voices to the international Christian bookreading community. A division of Christian media giant Salem Communications, Xulon is based in Lake Mary, Florida.

## **The Story:**

Xulon Press was a 2007 assignment that extended out for about six months. Good job, good people. Their new marketing director had just come over from Disney, and their in-house attempts at an email marketing campaign had been meeting with limited success. That brought them to my doorstep.

This particular sample was especially interesting. ICRS (the International Christian Retailers Show) is, without question, the largest and more important marketing/sales opportunity of the year for anyone doing business in the faith-based consumer demographic. The event is attended by about 10,000 bookstore owners, buyers and artists every year. And while Xulon had attended ICRS in past years, never had they done so on the scale they planned in 2007 - a large end-aisle kiosk, plenty of open-air walkthrough, a very prominent position in the room. A big investment, with a big return expectation.

This sample is the promo email I wrote to sell author ad space at the Xulon ICRS kiosk. Xulon was very happy with the results - within four hours of sending out the promo, the ads were completely sold out and a waiting list for ICRS 2008 was already half-filled. Xulon actually received irritated phone calls from people who waited until they got home from work before calling, only to discover they were too late.

Xulon Press was happy with those results.

## **SAMPLE #1: XULON PRESS PROMOEMAIL, INTERNATIONAL CHRISTIAN RETAILERS SHOW 2007**

ICRS 2007 Is Almost Here - Feature Your Book At The Xulon Press Booth!

Dear NAME,

Very soon, the Xulon Press sales team will be packing up and heading out to Atlanta, Georgia for this year's premier marketing event: the 2007 International Christian Retailers Show!

This is a very exciting time for Xulon authors. Taking place in July, ICRS attracts over 10,000 faith-based bookstore owners, buyers and artists from around the world (including some of today's most popular Christian authors and musicians). Without a question, this is the year's finest opportunity for Xulon Press to introduce and promote your book to the international Christian community - and we're going in style.

Would you like to see your book featured at the Xulon Press ICRS booth in July? Then purchase one of our ICRS advertising packages - full-featured sales opportunities at this year's largest and most important Christian retailing event:

- Highly visible, professionally designed ads will be available for placement at the Xulon Press ICRS booth this July (LIMITED ad space available!).
- This is Xulon's largest-ever showing at ICRS : a 20'x20' professionally designed booth, positioned end-of-aisle for maximum visibility and access from all directions. This is twice the size of our 2006 ICRS kiosk. We anticipate a high volume of walkthrough.
- Three different types of distinctive ad placements are available to Xulon authors, starting at just \$COST (see [link]our website[/link] for booth design and ad pricing details).
- Five copies of every advertised Xulon title will be placed prominently throughout the booth for visitors to see, pick up and flip through.

There are only a VERY LIMITED number of ad spaces available for our ICRS booth, and we expect them to go pretty fast. So don't wait. While we will continue to sell ads until DATE, space will be offered on a first come, first serve basis: when they're gone, they're gone. The sooner you call, the more likely we offer your book a featured spot at this year's most important Christian promotional retail event - the 2007 International Christian Retailers Show.

Don't let this chance pass you by. [link]Click here[/link] to reserve your spot today!

Blessings,

NAME

# Clients & Experience

ROBERT WARREN, COPYWRITER

## DELOITTE & TOUCHE, INC.

Forensic Accounting and Financial Consulting  
McLean, Virginia

## GREAT EASTERN ENERGY, LLC

Natural Gas (LNG) Marketing and Distribution  
Brooklyn, New York

## EUROTEL CANADA

Canadian Telecommunications (Telecom) Firm  
Toronto, Ontario

## VAN GOGH VODKA, INC.

High-end Liquor Producer (obo .Com Marketing, Inc.)  
Schiedam, Holland and Orlando, Florida

## STOCKTON TURNER & COMPANY

Mortgage Banking Firm  
Maitland, Florida

## AMERICAN RED CROSS

Nonprofit Humanitarian Organization  
Tampa, Florida

## PRIMAFILA AG CORPORATE PUBLISHING

Corporate Publishing and Public Relations  
Geneva, Switzerland

## VERIZON COMMUNICATIONS, INC.

Telecommunications (Telecom)  
Tampa, Florida

## TOWN OF HARMONY, FLORIDA

Environmentally Intelligent Planned Community  
(obo Doverwood Communications, Inc.)  
Osceola County, Florida

## CONVERGYS EMPLOYEE CARE

Human Resources (HR BPO) Management  
and Consulting  
Cincinnati, Ohio

## ENHANCED ENERGY SERVICES, INC.

Industrial Energy Management and Consulting  
Houston, Texas

## THE COVES AT SMITH MOUNTAIN LAKE

Luxury Waterfront Community (obo Crossridge, Inc.)  
Smith Mountain Lake, Virginia

## EAM CORPORATION / KINDERHOOK INDUSTRIES

Producer of NovaThin(tm) Brand Absorbent Airlaid Materials  
Jesup, Georgia

## THE PALADIN GROUP, INC.

Corporate Lease Negotiation and Consulting  
Tampa, Florida

## ACTIVATED DESIGNS, INC.

Manufacturer of Premium Commercial Audio/Video Lift Systems  
Valencia, California

## SALEM COMMUNICATIONS - XULON PRESS

Christian Book Publishing Firm  
Orlando, Florida

## CYBERSCIENCE CORPORATION

Business Intelligence Software and Consulting  
Denver, Colorado

## M & R ENERGY RESOURCES CORPORATION

Industrial Energy Distribution and Marketing  
Mountainville, New York

## FLORIDA HOME BUILDERS INSURANCE AGENCY

Residential Construction Insurance Underwriter  
Tallahassee, Florida

## LOCKHEED MARTIN CORPORATION

Aerospace, Defense and Energy Technologies  
Orlando, Florida

## CIBER CONSULTING, INC.

Healthcare IT Consulting  
Denver, Colorado

## EXPERT COMMUNICATIONS, INC.

Expert Witness/Legal Marketing  
Clearwater, Florida

## BOND TECHNOLOGY, INC.

Accounting and QuickBooks Consulting  
Cleveland, Ohio

## JENNIFER DUARTE DESIGN

Graphic and Business Communications Designer  
Los Angeles, California

## EMILY BOOTH VARAN, FORENSIC SCIENTIST

Florida Department of Law Enforcement  
Orlando, Florida

## GREENCORNER

Manufacturer of Commercial Outdoor Covering Systems  
Orlando, Florida

## FLORIDA HOME BUILDERS ASSOCIATION

Regional Residential Construction Group  
Tallahassee, Florida

## COLONIAL RISK MANAGEMENT, INC.

Industrial Risk Management/Mitigation Consulting  
Orlando, Florida



# About the Writer

ROBERT WARREN has been a working writer since 1994. Starting his career as a technical and educational copywriter for Lockheed Martin Corporation and Verizon Communications, Robert served as a media liaison and public relations copywriter for the American Red Cross before launching his own writing practice in 2001.

Today, his communications business develops and produces collateral and public relations materials, projects ranging from corporate press releases and magazine articles to sales brochures and business website content. His clients include small businesses, independent professionals, marketing firms and major corporations throughout North America and Europe.

In addition to his client work, Robert has also collected a wide range of published credits. His bylines have appeared in trade and consumer publications such as *Florida Monthly*, *Cat Fancy*, *Florida Homebuilder*, *ValueRich* and *Clariant* magazines.

Raised and educated in Central Florida, Robert today shares his Orlando-area office with his two cats, Tucker and Veruca, who make sure that things stay on schedule and that he never takes himself too seriously for his own good.

For more information about Robert Warren and his business communications services, visit him on the Web at [www.rswarren.com](http://www.rswarren.com).

# About the Designer

This portfolio was designed and produced by my good friend and colleague Jennifer Duarte, of Jennifer Duarte Design in Los Angeles, California. She and I have worked together for years, and I can say without reservation that I've found Jen to be one of the most insightful and talented graphic designers doing business communications work today. She's also a rare joy to work with.

Learn more about Jennifer Duarte Design by visiting her website at [www.jenniferduartedesign.com](http://www.jenniferduartedesign.com).

# Thank You FOR YOUR Consideration

I APPRECIATE YOUR INTEREST in my writing and business communications services, and look forward to working with you soon.

The writing samples contained in this portfolio represent a small selection from my overall body of professional work, provided here only to offer examples of my writing style and work practices in various situations. They represent original deliverables, and may differ from versions currently in use by the respective clients; none of the brand identification, policy statements, opinions or strategic direction presented here should be considered as reflecting current conditions. The contents of this portfolio are protected under American and international copyright law and may not be reproduced except by permission of their respective owners. The contents of this portfolio may be changed without notice.

For more information about my services, or to request a cost estimate for your writing project, please contact my office at:

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