



A Reliable, High-Integrity Business Partner

- Independently handled one marketing agency's largest copywriting account
- Netted my client \$40,000 in a single year, and they didn't lift a finger
- Made my client competitive, not competition

Freelance Copywriter, AH&M Marketing Communications* 2005 to 2008

A plum account with a **Fortune 5 company** can generate cut-throat competition, and I counted at least three marketing agencies competing to deliver the lucrative brochure work for the company in question.

Fortunately, I had a reputation for writing **crackerjack brochure copy**, as well as a record for **professional integrity**. As a freelancer, I also offered relatively **low overhead**.

Together, that meant my agency contact could offer the most competitive bid on his client's brochure work, and trust me to deliver the results.

Long story short, I thrilled his client. Not only did I write sparkling brochure copy, I helped the company streamline its approach to strategic brochures. The result was an accelerated production process, and finished collateral with compelling value propositions that targeted clearly identified audiences.

My talent, service and integrity netted my agency client **\$40,000** in a single year, and kept his client happily returning for more year after year.

The Takeaway: I'm a **career copywriter**, not an opportunist. I **build partnerships** that build my success through the success of my clients.

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Contact me right now for a no-obligation, no-pressure, free consultation. Describe your project, problem or goals. I'll share my ideas and, provide an estimate within 24 hours.

I promise you'll be delighted with the results.

- ❖ *This document does not reflect an endorsement of AH&M Marketing Communications. All opinions and perspectives are strictly mine, and reflect how I might illustrate my professional abilities in a job interview.*