

# What?

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*Some types of writing I do, although it encompasses just about everything.*

- Advertising
- Articles
- Brochures
- Catalogs
- Direct Response
- Manuals
- Meetings
- Naming
- Newsletters
- Packaging
- Press Releases
- Sales Presentations
- Sales Promotion
- Scripts
- Slogans
- Speeches
- Strategic Plans
- Web Content

# Why?

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*Some reasons to hire a freelance writer, especially one who is a lawyer too.*

Most people expect a professional to write their ad campaign, sales brochure, or orientation video, but just about any kind of writing can benefit from a professional's touch. Depending on your staff and other resources, hiring me usually is quicker, easier and less expensive than doing it yourself.

Hiring me also can be a cost-effective way to put legs on a new project. I can help articulate a concept, outline a strategy, develop a theme, or structure a creative platform. Sometimes just getting that 'big idea' down on paper makes all the difference.

And, yes, I'm also a lawyer. This helps when the writing is "legally sensitive." Marketing materials for financial services products, like investments and insurance, are prime examples, but so are sweepstakes and other promotions, and just about anything to do with employee relations. I won't replace the lawyers you already use, but I might be able to streamline the process because I already understand the legal considerations.

On your desk right now there probably is a problem that I can help make go away. Take a look and when you find it, give me a call.

# Charles K. Cowdery

## Writer – Chicago, IL

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# How Long?

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*I have oodles of experience.*

- 30 years as a professional writer
- 17 years as a full-time freelancer
- 6 years as an attorney

# Who?

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*Some clients I have worked for, directly or through agencies.*

- Alberto Culver
- Blue Cross Blue Shield
- Borg-Warner
- Brown & Williamson
- Brown-Forman
- Chicago Board Options Exchange (CBOE)
- Citibank
- CNA Insurance
- Coca-Cola
- Cummins
- Dana
- Dean Foods
- Encompass Insurance
- General Electric
- Jim Beam
- Keebler
- Kemper
- Kraft
- Mercedes
- Miller
- Motorola
- NAPA Echlin
- Nissan
- OshKosh B'Gosh
- Quaker
- Quasar
- R.J. Reynolds
- Raybestos
- Sara Lee
- Sun Microsystems
- Tenneco
- UnitedHealthcare
- Walgreens