

What?

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

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

How Long?

I have oodles of experience.

- 30+ years as a professional writer
- 20+ years as a full-time freelancer
- 10+ years as an attorney

Why?

Some reasons to hire a freelance writer, especially one with a few other talents 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 is usually quicker, easier and less expensive than doing it yourself.

'Writer' is the simplest way to describe me, but you can also think of me as a creative director, marketing consultant, or marketing strategist. I can help you put legs on a new project, develop a concept, flesh out a strategy, create a theme, or structure a communications platform. Sometimes just getting that 'big idea' down on paper makes all the difference.

And, yes, I'm a lawyer. That helps when the marketing communication is legally sensitive. Financial services products such as investments and insurance are prime examples. So is just about anything involving 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 communication problem I can help you with. Take a look then give me a call.

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Who?

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
- Dot Packaging
- Encompass Insurance
- General Electric
- Jim Beam
- Keebler
- Kemper
- Kraft
- Mercedes
- Miller Brewing
- Motorola
- NAPA Echlin
- Nissan
- OshKosh B'Gosh
- Quaker
- Quasar
- R.J. Reynolds
- Raybestos
- Sara Lee
- Sun Microsystems
- Tenneco
- UnitedHealthcare
- Walgreens