

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 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 is quicker, easier and less expensive than doing it yourself.

Hiring me can be a cost-effective way to put legs on a new project, to help you 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 a lawyer. This helps when the writing is legally sensitive. Marketing materials for financial services products, such as investments and insurance, are prime examples, 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 copy development 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 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