

The Well-Fed Tool Box

40+ pages of letters, lists, questionnaires, scripts,
contracts, style guides, checklists, samples, tips,
follow-up note formats, web sites and
commercial writing resources
of every description*

Compiled by
Peter Bowerman

*All the stuff from *The Well-Fed Writer* and *TWWF: Back For Seconds*
that you saw and thought to yourself: “Gee, it’d be great to have
THAT in an electronic form and to have LIVE URL links.”

The Well-Fed Tool Box

Table of Contents

Expanded Cold-Calling Guide: **pp. 3-5**
Resume Guidelines & Format: **p. 6**
Customized Follow-up Snail Mail Letters: **pp. 7-13**
E-Mail Follow-up Notes to Phone Prospecting: **pp. 14-15**
The “Bid Letter”: **pp. 16-17**
Sample Contract: **pp. 18-19**
The “Discovery Questionnaire”: **p. 20**
Phone Interview Advance Questionnaire: **p. 21**
Video Scripting Formats: **pp. 22-23**
Writers’ Self-Check List: **p. 24**
Sample Brochure (with “Marketing Questions”): **pp. 25-27**
Word Keyboard Shortcuts: The Basics: **pp. 28-29**
Writing/Marketing Resources: **pp: 30-38**
Your Colleagues’ Web Sites: **p. 39**
Web Addresses from *Back For Seconds*: **pp: 40-42**
The Sales Pitch: **p. 43**
Final Words: **p. 44**

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The Expanded Cold-Calling Guide

(Back For Seconds: pp. 90-92)

My sincere thanks to Brian Egeston of Atlanta, one of my seminar grads from waaaaay back, for volunteering the first version of this (Brian is a very talented writer and the author of four hilarious and often poignant novels; www.brianwrites.com). I tweaked and added some to it but the core is unchanged.

These guidelines are designed to give you some rough “talking points” when you prospect by phone. After the basic intro (included in the *TWFW*), I have included different prospect responses and possible replies to those responses. Remember: guidelines are just that – guidelines. Vary this to suit your specific market, prospects, situation, circumstances, and temperament.

The Basic Cold-Calling Script:

“Good morning, my name is Peter Bowerman, and I’m a freelance writer, making contact with local banks (for instance), to determine whether you have any on-going or occasional needs for a good freelance writer to help create marketing collateral material: brochures, manuals, etc. Who might be the best person to talk with?”

I wanted to make a small adjustment here. A few readers brought to my attention the idea that if you initially get a secretary or receptionist on the phone (pretty likely), you should probably dispense with the first part about who you are and ask any number of other brief questions such as: (Ideally, you’ll have a name, but if not...)

(When calling larger corporations):

May I speak to the marketing communications department?

(When calling smaller companies):

May I speak to the marketing director?

(When calling agencies, graphic design firms, marketing companies):

May I speak to the creative director? (or assistant creative director)

(If you’re unsure who to ask for):

May I speak to the person in charge of hiring copywriters?

If they ask you for the nature of your call, *then* you can revert back to the original expanded version, but in most cases, you won’t have to trot out the larger one until you’re talking to the right person – or at least have left the administrative realm.

Additional Prospect Responses/Writer Replies

WE DON'T USE FREELANCE WRITERS

Might you have any clients, associates or industry colleagues that come to mind who could use a good freelance writer?

NOTE about the above from Jake Sibley, FLCW in San Diego:

“If they respond with a referral (and it just happened for me), when you call the referral, if you get the “barbed-wire” receptionist who asks, “And what is this regarding,” simply say, “I was referred by Anthony Jones over at Advanced Wireless.” Once you get to the prospect, if he or she asks how you know Anthony, just say “Oh, he and I were discussing the possibility of my doing some work for Advanced Wireless.” The truth is you just cold-called Advanced Wireless five minutes before and you don’t really know Anthony from Adam, but who cares?”

I'M NOT THE RIGHT PERSON

I'm sorry to bother you. Might you be able to steer me to the right individual who would handle folks like me?

THEY'RE NOT AVAILABLE RIGHT NOW

Not a problem. What might be a good time to check back with them? And who should I ask for? *(At this point, you might ask for a email address and send them a resume/cover letter letting them know who you are and that you'll be in contact.)*

I'M THE RIGHT PERSON/THAT WOULD BE ME

Great! So, you do hire copywriters on a fairly regular basis? I'd love the opportunity to stop by, at your convenience of course, to drop off a resume and some samples and perhaps discuss how I might help you out. Would that be okay?
(More Aggressive Approach) Would sometime next week (later this week) work for you?

WHAT HAVE YOU WORKED ON? WHAT ARE YOUR SPECIALTIES?

I feel very confident handling a broad array of projects like: *(list your specialties: i.e., marketing brochures, newsletters, ads, direct mail, web content, etc.)* Currently, I'm working on a _____ for a _____ company. On what kinds of projects do you typically look for copywriting help?

DO YOU HAVE ANY SAMPLES OF YOUR WORK?

Certainly. I'd love to get them into your hands. I'm going to be out and about *(the area of town where their office is)* in the next few days. Would it be possible to drop them off and introduce myself?

(OR, a bit more “salesy” approach, giving them a choice of two positives: I’m going to be out and about in the next few days and would love to drop them off and introduce myself. What day works better for you, Tuesday or Wednesday? (Then, if they pick a day...): “Is morning or afternoon better?” etc.

DO YOU HAVE ANY SAMPLES OF YOUR WORK? *(if you have a website)*

I sure do and I’ve actually got several loaded up to my website. If you give me your email address, I’ll send you the link. *(By doing it this way, as opposed to just giving them the link, you give them easy “click-thru” and don’t rely on them to type in an address, which they may or may not do. AND you now have their email address.)*

NO, THE NEXT FEW DAYS AREN’T REALLY GOOD TO MEET *(Version 1)*

No problem. I could drop them in the mail. By the way, what types of work are you most interested in seeing?

SURE, THAT WOULD BE FINE.

Great! And in about a week or so, I’ll follow up with you and if it makes sense at that point, perhaps I could swing by, show you the actual pieces and we can explore how I can be of most use to you.

WE’RE NOT INTERESTED.

No problem, I appreciate your honesty. Might I mail or email you my resume and a business card *(or the link to your site)* for your files?

NO! AND DON’T CALL ME EVER AGAIN, YOU MORON! *(NEVER happens...)*

I’m sorry to have bothered you. Have a nice day. Goodbye.

Resume Guidelines & Format

(*The Well-Fed Writer: pp. 99-100*)

As soon as your sample volume warrants it, create multiple versions of resumés tailored to different clients' needs (and as suggested in *Back For Seconds*, you might even consider multiple Web sites that allow you focus on one specialty and position yourself as the “go-to” expert when it comes to that arena, whether an industry *or* project type (i.e., high-tech, healthcare, speeches, annual reports, case studies, etc.).

Start creating different resumés for different areas of specialty – ad copy writing, video/CD experience, technical projects, brochure/collateral work, speeches, articles/editorial, public relations, as well as several general versions to send to someone who may have different needs or wants to see the scope of your abilities. Always keep it to one page in length.

Now each of these specialty resumes won't necessarily be exclusively dedicated to that specialty, especially in the beginning, but if they at least lead with two or three items in that arena, you'll be putting the appropriate emphasis where it belongs for that particular client.

Once established, create a client list with the resumé. I use the same page, make it page 2 of *all* the resumé document files and then print it out on the back of the resumé. Put your best foot forward. Show clients that a lot of high-profile firms have been satisfied with your work. Even if you've only done one job with IBM and that was a year or two ago, by all means, include their name. They don't have to be a regular, “call-you-every-week” client to make the list.

Update resumés regularly, adding newly completed projects to a particular client's listing and newer projects to a particular type of resumé. I print mine on a piece of letterhead, saving the need to type all contact information. My resumés generally take the following form:

PETER BOWERMAN

(770) 555-6543

SELECTED FREE-LANCE WRITING CREDITS

1) CLIENT: **ABC Corp.** - Atlanta, GA

PROJECT: Corporate Brochure, Rate Book, and Newsletter

2) CLIENT: **The Biggie Snack Company** - Atlanta, GA

PROJECTS: Program Guide for Boys & Girls Club/Biggie Snack Alliance,
Concepting Projects (Est. 35+)

Misc. Product Marketing Brochures

3) CLIENT: **MegaPhone Corporation** - Atlanta, GA

PROJECTS: Monthly Internal Newsletter (**CommTalk On-Line**)

Eight-Page Small Business Division Newsletter

Descriptive Product Brochures (4) on calling features

Customized Follow-up Snail Mail Letters

(The Well-Fed Writer: pp. 215-221)

1) You've met with a prospect, introduced yourself and your work, but no work is immediately pending.

September 16, 2001

Mr. Tom Jones
President
Jones Creative
1234 Lenox Rd. NE
Atlanta, GA 30324

Dear Tom,

As a freelance writer, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

Just a quick note of sincere appreciation for your time and courtesy in our meeting this past Tuesday. I truly enjoyed meeting you and discussing possible freelance copywriting opportunities with Jones Creative.

More than 16 years of sales and marketing experience coupled with an engaging, readable writing style translates to copywriting that communicates powerfully to your target audience. Need a light, humorous, creative touch to your projects? That's my specialty!

I welcome the opportunity to make an ongoing or occasional contribution to your efforts and feel confident in my ability to deliver a quality product. Thanks again, and I look forward to speaking and working with you soon.

Sincerely,

Peter Bowerman

2) *You've met with a new client and are about to start work on a job.*

January 15, 2001

Mr. Joe Jackson
Media Services, Inc.
100 Highway 47
Marietta, GA 30067

Dear Mr. Jackson,

As a freelance writer, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

Just a quick note of sincere appreciation for your time and courtesy this past Wednesday. I truly enjoyed meeting you and discussing my prospective participation in the upcoming United manufacturers corporate identity program.

I welcome the chance to work with you on this exciting and ambitious undertaking, and feel confident I can make an eloquent and valuable contribution to overall effort. Take care, and I look forward to talking with you on Sunday and meeting on Monday, January 20.

Sincerely,

Peter Bowerman

2a) An expanded version of the above letter where you feel it's important to elaborate on a couple of key points about your skills that are of particular importance to the client.

January 15, 2001

Mr. Joe Jackson
Media Services, Inc.
100 Highway 47
Marietta, GA 30067

Dear Mr. Jackson,

As a freelance writer, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

Just a quick note of sincere appreciation for your time and courtesy this past Wednesday. I truly enjoyed meeting you and discussing my prospective participation in the upcoming United manufacturers corporate identity program.

I welcome the chance to work with you on this exciting and ambitious undertaking, and feel confident I can make an eloquent and valuable contribution to overall effort. As discussed, I feel I can bring much to the table:

- 1) Quick Study - I pride myself on quickly grasping the key points of any subject matter and devising a logical flow and structure for the written presentation.
- 2) Independent - My ability to turn around high-quality work with little supervision will free up your time while ensuring that the job's getting done right the first time.
- 3) Copywriter Plus - With my broad-based experience in sales, marketing and copywriting, I relish taking an active role – where desirable and appropriate – in the concepting, creation, and ongoing content development.

Take care, and I look forward to our meeting on Monday, January 20.

Sincerely,

Peter Bowerman

3) You've talked to a prospect, who will probably be a long shot for work in the future, but you're sending out a thank you letter, resumé, and business cards.

August 11, 2002

Mr. Steve Smith
Smith Multimedia
20 Maple Dr., Suite B
Atlanta, GA 30305

Dear Steve,

As a freelance writer, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

It was a pleasure speaking with you on the phone this past week and discussing possible freelance writing opportunities with your firm. While I understand your needs for my type of writing may be limited, I've enclosed a resumé on my interactive/video copywriting experience. Should you have requests for my kind of expertise, I would be very grateful if you'd think of me.

I welcome the opportunity to make an ongoing or occasional contribution to your efforts and feel confident in my ability to deliver a quality product. Thanks again, and I look forward to speaking with you soon.

Sincerely,

Peter Bowerman

4) *You've talked on the phone with a new prospect, and need a cover letter for a package of samples, resumé, client list, etc.*

May 7, 2001

Ms. Denise Williams
Williams and Partners, Inc.
500 Miller Drive NW, Suite 110
Atlanta, GA 30318

Dear Denise,

As a freelance writer, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

It was a pleasure speaking with you on the phone today and discussing possible freelance writing opportunities with Williams and Partners, Inc. Thanks for your time and courtesy, and as suggested, I've attached a resumé listing a very selected sampling of my credits and experience, along with a client list and service offerings.

More than 16 years of sales and marketing experience coupled with an engaging, readable writing style translates to copy that communicates powerfully to your target audience. Need a light, humorous, creative touch to your projects? That's my specialty!

I welcome the opportunity to make an ongoing or occasional contribution to your efforts and feel confident in my ability to deliver a quality product. I'll be in touch shortly to set up a mutually agreeable time to meet, share my portfolio, and explore how I may best be utilized to meet your needs.

Thanks again, and I look forward to talking with you soon.

Sincerely,

Peter Bowerman

5) You've received a call from an assistant to a creative director or communications manager with the request to send their boss a package, and this letter accompanies that package.

May 7, 2002

Ms. Denise Williams
Williams and Partners, Inc.
500 Miller Drive NW, Suite 110
Atlanta, GA 30318

Dear Denise,

As a freelance writer, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

It was a pleasure speaking with Angie on the phone this past week and discussing possible freelance writing opportunities with your firm. In our conversation, she suggested I forward a resumé to you on my freelance copywriting experience.

More than 16 years of sales and marketing experience coupled with an engaging, readable writing style translates to copy that communicates powerfully to your target audience. Need a light, humorous, creative touch to your projects? That's my specialty!

I welcome the opportunity to make an ongoing or occasional contribution to your efforts and feel confident in my ability to deliver a quality product. I'll be in touch shortly to explore how I may best be utilized to meet your needs.

Thanks again, and I look forward to speaking with you soon.

Sincerely,

Peter Bowerman

6) *Slightly different versions of the above letters for video/CD prospects vs. print/collateral prospects, where references to “copywriting” change to “scriptwriting.”*

August 30, 2002

Mr. Bill Booker
Booker Video Production
3400 Falling Water Lane
Atlanta, GA 30087

Dear Mr. Booker,

As a freelance scriptwriter, my goal is to enhance your image, improve your profit picture, and make your life easier. If it carries your name, shouldn't it be the best reflection of you?

It was a pleasure speaking with you on the phone this past week and discussing possible freelance writing opportunities with your firm. As promised, I've enclosed a resumé on my interactive/video scriptwriting experience.

More than 16 years of sales and marketing experience coupled with an engaging, “listenable” writing style translates to scripting that communicates powerfully to your target audience. Need a light, humorous, creative touch to your projects? That's my specialty!

I welcome the opportunity to make an ongoing or occasional contribution to your efforts and feel confident in my ability to deliver a quality product. I'll be in touch shortly to explore how I may best be utilized to meet your needs.

Thanks again, and I look forward to speaking with you soon.

Sincerely,

Peter Bowerman

E-Mail Follow-up Notes to Phone Prospecting

(Back For Seconds: pp. 82-83)

Like the notes in the previous section, here are a few versions of e-mail follow-up notes to send to prospects in the wake of phone prospecting to expeditiously steer them to a Web site (and avoid much of the copying, assembling and mailing of samples that often accompanies a manual approach to prospecting follow-up.

Just use the “stationary” feature on your e-mail program to create a variety of standard pre-written notes – with links to your website – to address different situations there as well (following up on voice mail, an actual conversation, a chat with an assistant, etc.). Following up on these actions then becomes a simple matter of clicking on a particular stationary, which will populate an outgoing email screen with the appropriate message (which perhaps, you then tailor to reference something you spoke about or a mutually agreed-upon next step), filling in their address, clicking “Send” and you’re done.

Hi Paul,

Nice talking with you today; thanks for your time. Keep me in mind if you need strong, persuasive copy written in an engaging, accessible style. 15 years of sales/marketing experience prior to launching my copywriting career in 1994 means I understand audience and “writing to sell.” Headlines, taglines, slogans and tasteful humor are specialties. Find my portfolio at: www.writeinc.biz.

I look forward to working with you down the line. Best of continued success.

Peter Bowerman
WriteInc.
987/654-3210 (h/o/m)
987/654-3211 (eFax)
peter@writeinc.biz
www.writeinc.biz

Hi Paul,

Peter Bowerman here, freelance copywriter, left a VM for you earlier today. As mentioned in my message, my online portfolio is at: www.writeinc.biz.

Don't know what your needs are for copywriting but look to me for strong, persuasive copy written in an engaging, accessible style. 15 years of sales/marketing experience prior to launching my copywriting career in 1994 means I understand audience and "writing to sell." Headlines, taglines, slogans and tasteful humor are specialties.

I'd love the chance to chat and perhaps stop by for a quick face-to-face. I look forward to hearing from you! Best of continued success.

Peter Bowerman
WriteInc.
987/654-3210 (h/o/m)
987/654-3211 (eFax)
peter@writeinc.biz
www.writeinc.biz

The “Bid Letter”

(The Well-Fed Writer: pp. 135-136)

For most small to medium-size jobs, if you feel you need a contract document of some sort, a “bid letter” might just do it. A bid letter simply spells out the basic parameters of the job: the fee for the job, the timing of payments, exactly what the project entails, what’s included for that price, and optionally, time frames: when different phases of the job will be completed.

There’s a place for the client to sign it at the bottom so he can’t come back and say you never told him this, that, or the other. Send it as part of a follow-up letter to a meeting or phone call. You instruct him to sign it, make and keep a copy for himself, and send you back the original in a SASE that you provide.

Now this format is simply a guideline. You may not use it exactly as so in every case. With existing repeat clients, you probably wouldn’t be asking for a 1/3 deposit up front. That’s condition is generally reserved for new clients, or for jobs over, say, \$1500-2000. Needless to say, adjust the figures to match your own hourly rate. Here’s a sample of a bid letter, with the following disclaimer:

THE PRECEDING IS NOT A LEGALLY APPROVED DOCUMENT. USE IT FOR GUIDELINE PURPOSES ONLY. I AM NOT AN ATTORNEY AND WILL NOT BE HELD RESPONSIBLE FOR ANY PROBLEMS, HASSLES, OR OTHER MESSSES THAT YOU GET YOURSELF INTO OR THAT MAY ARISE FROM USING THIS DOCUMENT. CONSULT YOUR OWN ATTORNEY AND COVER YOUR OWN BUTT. I’M VERY SERIOUS. GOT IT? GOOD.

WriteInc.

August 4, 2003

Mr. James Smith - Manager, Field Communications
ABC Wireless Products and Services
1234 Perimeter Canyon Parkway
Atlanta, GA 33301

Dear James,

It was a pleasure meeting you today and I appreciate the opportunity to bid on the ABC Wireless sales brochure project. As requested, this is a formal estimate for copywriting

services. For the discussed trifold brochure (8 1/2" x 11" with two vertical folds), I would like to offer a bid of \$1,200.

This figure includes all concepting and copywriting, two rounds of revisions, and one additional meeting, if necessary. Additional revisions or meeting time would be billed at my hourly rate of \$100.

1/3 of the fee (\$400) would be paid up-front prior to the beginning of work with the balance of \$800 due and payable upon completion and delivery of final approved copy. Assuming I receive the up-front deposit by August 14, 2003, I will turn in a first draft by August 21, 2003. Once revisions have been returned, I will turn around the subsequent draft within three days or less.

Should you choose to terminate the project at any time and for any reason, as the writer, I will be entitled to full payment for all time invested to that point.

With experience in both writing creative marketing brochures and for the telecommunications industry, I feel confident in delivering a quality product that hits the mark. Given 15+ years of sales and marketing experience, I bring the crucial "write to sell" mindset to the table, always focused on powerfully and effectively communicating to your target audience.

Please sign below, make and keep a copy for yourself, and return this original to me in the enclosed SASE. Thanks again and I look forward to working with you soon.

Sincerely,
Peter Bowerman

I have read, understood, and agree to the above bid:

James Smith
Manager, Field Communications
ABC Wireless Products and Services

Date _____

More in-depth contracts may be a good idea for much larger jobs and in many cases, those contracts will come from the clients themselves. I've signed more client-generated contracts than ones I created myself.

Sample Contract

(The Well-Fed Writer: pp. 222-223)

The following contract is one used by one of my writing colleagues. As with the bid letter that appeared in Chapter Nine, the same disclaimer applies:

THE FOLLOWING IS NOT A LEGALLY APPROVED DOCUMENT. USE IT FOR GUIDELINE PURPOSES ONLY. I AM NOT AN ATTORNEY AND WILL NOT BE HELD RESPONSIBLE FOR ANY PROBLEMS, HASSLES, AND OTHER MESSSES THAT YOU GET YOURSELF INTO OR THAT MAY ARISE FROM USING THIS DOCUMENT. CONSULT YOUR OWN ATTORNEY AND COVER YOUR OWN BUTT. I'M VERY SERIOUS. GOT IT? GOOD.

Terms

(Your Company Name) provides quality public relations and marketing communications materials. My goal is to meet or exceed my clients' expectations with every job.

Billing Procedures:

In most cases, I can provide a flat rate estimate when beginning a project so that you can plan your budget accordingly. If the parameters of a project change, or if it involves much more time than originally estimated, I will inform you and we can renegotiate the rate. I submit the final invoice for a project upon receiving client approval. If I have not received any comments or revisions within a week of submitting a completed draft, I send the invoice. For a job with a flat rate of \$700 or more, I bill for half of the total estimated cost when I begin the project and the rest upon completion.

I require a purchase order number or an initialed agreement before I begin work on a project. Unless otherwise specified, the flat rate for a written piece includes one telephone interview, if necessary, and one round of revision. Any additional interviews, meetings, research trips, phone calls, and revisions are billed on an hourly basis (\$75/hr.). Incidental expenses such as long distance phone calls, postage, courier service, etc. are billed at cost. Mileage to special events or interviews is billed at the rate currently accepted by the IRS. When a piece involves writing, graphic design, and printing, I provide separate estimates for each item, and may bill for them separately as well. I bill 20% extra for rush jobs. I require half of the total estimated cost up front before beginning a rush job for a first-time client.

Parties & Assignment: This agreement is between Bill Shakespeare (You), hereafter referred to as "Writer" and the commissioning party and its agents, hereafter referred to as "Client."

Acceptance: Signature by “Client” constitutes acceptance of these terms.

Expiration of Estimate: Estimated costs are good for 90 days from the date of this estimate.

Estimate: The specified price is an estimated cost based on the initial specifications of this job order only. Any additional costs incurred in the completion of this project will be added to this estimate. Estimated costs are good for 90 days from the date of this estimate.

Client Approval: Client is responsible for written approval of work ordered (i.e., copy, design, photography, typesetting, and other services) required for the completion of this project. This approval can be in the form of initials or facsimile. Upon acceptance of the work, client accepts responsibility for any further processes in which this work is used (i.e., film output, printing, etc.) Writer is not responsible for errors occurring in this work or projects related to this work after acceptance of this work.

Changes: Any verbal or written changes made by Client to the scope of this project following its initiation by Writer are subject to additional charges. Should such changes negate any part of the project already completed at the time of the changes, Client accepts responsibility for payment of the completed work and all services related to it, in addition to charges for the change itself.

Cancellation: Upon written or verbal cancellation, Client is responsible for payment for all expenses incurred and any work done toward the completion of the project based on the percentage of project completed. Should Client cancel the project following its completion, Client is responsible for full payment as per the above estimate plus all other expenses incurred.

Payment and Collection:

Payment for this project is due net 15 days from the invoice date. Unless otherwise specified in writing, invoices not paid within 30 days of the invoice date will accrue interest at 1.5% per month. Client agrees to pay for each check returned for insufficient funds or any other reason \$25 per occurrence or 5% of the value of each returned item, whichever is greater. Client agrees to pay all reasonable attorney's fees (at least 15% of all amounts due, including interest) if any account is placed with an attorney for collection. Client agrees that the purchase of the services described herein constitutes "doing business" in the State of _____ and submits itself to the jurisdiction of the State of _____ with respect to any suit brought by (Your Company Name) to collect any sums hereunder. The parties agree that the only venue for any suit brought by either of them with respect to the services sold hereunder shall be in the State Court of _____ County.

The “Discovery Questionnaire”

(Back For Seconds: pp. 38-39)

In Chapter Two of *Back For Seconds*, we discuss the three marketing cornerstones:

- 1) **“Who’s the Audience?”**
- 2) **The Features/Benefits Equation**
- 3) **The Unique Selling Proposition (USP)**

A great way to bring all these together when sitting down with a client is a “Discovery Questionnaire,” an idea suggested to me by Seattle FLCW Sonya Carmichael Jones and which I featured in the September 2002 issue of the ezine. This piece, which can be sent to a client prior to a meeting or filled out at the meeting (two schools of thought), clarifies and quantifies the company’s mission and project parameters. It’ll enhance your credibility with the client and reduce your own anxiety about the process. I tweaked Sonya’s basic survey, added/deleted a few questions and came up with the following. Tailor it to suit your specific situation:

- 1) *Who’s the audience for this piece? Is it the same as your target customer?*
- 2) *What are their hot buttons? When it comes to considering a product like yours, what issues are important to this audience?*
- 3) *What makes your business, product, or service unique?*
- 4) *What do you do better than the competition?*
- 5) *What are your company’s short- and long-term goals?*
- 6) *Who is your major competitor and where do you rank in the industry?*
- 7) *What’s the purpose of this _____? (brochure, direct mail piece, ad). How will it be used? Who will receive (see) it?*
- 8) *How do you currently market your business, product, or services?*
- 9) *What are the main points you want to convey in their piece?*
- 10) *Do you have a tagline or slogan for your company? If not, have you considered creating one?*
- 11) *If money were not a factor, what would be your ideal marketing campaign?*

Phone Interview Advance Questionnaire

(The Well-Fed Writer: pp. 115-116)

When appropriate, come up with your questions in advance of your call, have them approved by your interviewee (or your contact person, who can get them into the hands of your interviewees prior to your phone meeting). A few people have actually filled them out before the interview, but at the very least, they're thinking about them and the process will go that much smoother.

In addition to the questions, seriously consider attaching a cover letter to the questions, such as the one below. This version is "from" your contact person to her colleague interviewees, giving them a sense of what to expect, how the process will go, and reminding them of the importance of the project, so they're less likely to treat you and the slot of time as expendable. Needless to say, when sending to the Interviewee directly, adjust yours to the specific situation, especially the first paragraph.

Dear Interviewee,

The Benchmark newsletter and the accompanying web site are the main conduits of information to the field about the new ABC Corp. strategic direction and its implementation. Through your interview input, you have the opportunity to make a significant contribution to overall employee understanding and buy-in of the coming changes.

Please give these scheduled interviews the same consideration and attention you would extend to any high-level meeting. Please take a moment to review the Interview Guidelines below. We thank you in advance for your time and cooperation!

Interview Guidelines:

- In the interest of expediting the interview process, please review the question list below and given the unique profile of your team (division, region, district, etc.) feel free to add additional questions and answers that would enhance the audience's understanding of your message and mission.
- Interviews will take no longer than one hour, but please allow the full hour.
- Because this issue of Benchmark will provide an "overview" sense of the new initiative, and given the limited amount of space per team in the issue (approximately one page, including any charts and graphs), please gear your answers towards generating a "topline" sense for your mission.
- Within seven days of the interview, you will be provided with a completed first draft for approval. Please return the draft with revisions within 24 hours.
- Due to the extremely tight timeframes for publication, please address your revisions to factual inaccuracies and/or key omissions, as opposed to style issues.
- If you have any questions or concerns about the interview process, please contact Mary Jones (your contact OR you) at 404/987-6543.

Video Scripting Formats

(*The Well-Fed Writer*: pp. 192-193)

Format #1: For the longest time, I did the standard side-by-side format, like so:

VIDEO

Med CU (close-up) of Graphic Designer sitting at monitor kneading a pile of Play-Doh and placing the green pieces in his nose.

Designer puts a fresh pile of Play-Doh in the little grinder that comes with it, snaps the star-shaped attachment in place and cranks out long, starry ropes of dough.

Designer flattens ball of Play-Doh and presses a piece of newspaper into the dough, peels in off, leaving the reverse "printed" image of the front page.

AUDIO

The story begins in the same place where all your large-format poster production starts: at your graphic designer's PC or Mac. The image is manipulated in the same manner.

After the image is enhanced through the dynamic Error Diffusion Software, it is then processed through Infographix RasterServe, the state-of-the-art digital imaging software.

Once through these steps, the image moves on to your Xerox Versatec or Calcomp electrostatic printer.

Now, in *Microsoft Word*, you'd use a *table* to create this format, which creates two independent columns (VIDEO/AUDIO), where one isn't affected by the other, as opposed to doing just a page with a two-column format, where whatever you type in the left column will quickly affect the right one.

The only problem with the table approach—and it can be a big one—is that when the page you're working on 'breaks' into the next page as you get to the bottom, the program occasionally ends up hiding your text. You'll have just painstakingly typed a whole page in, the page breaks, and all of a sudden, the page you just typed is gone. Now you see it, now you don't. Where did it go? I don't know. It's still there, I'm told by my techno-gurus, but I can't find it and don't know how to get it back.

Maybe you've figured this one out, but in my case, I have to go find a digital high priest (my techie friend) to chant some incantation to appease the great god Cyberius so he'll give it back to me. Why bother? I explain all this because you might run across clients who insist you give them a script in the side-by-side format, but most should be okay with the following option:

Format #2: I picked up this very simple second way earlier this year from a very experienced video producer. It's apparently been around for eons and I just had no clue. Just type your audio portion and preface it with the video directions in italics:

Cut to van pulling up to facility. Shot of driver looking around furtively as he pulls a flask out and takes a long draw. Unsteady but smiling, he gets out and helps patient to reception area.

Once you arrive, your professional driver will happily escort you to the reception area. When your surgery is finished, he'll be waiting for you! Just a few cups of coffee and he'll be as good as new!

Staff dressed in Mouse ears engaged in spitball fight, stops suddenly and smilingly greets patient. Picking up phone and speaking (bkgrnd. talk saying "Ms. Jones is here for her procedure.") Cut to split screen with surgical coordinator, dressed as Bozo the Clown. Our courteous and professional staff is expecting you, and after signing in, they'll notify the surgical coordinator that you've arrived for your appointment.

Cut to surgical coordinator (SC) stuffing clown mask in back pocket, then greeting patient. Cut to entering SC's office, shot from inside office.

The surgical coordinator will greet you and take you back to his office, where he'll be conducting a few tests prior to your operation.

Writers' Self-Check List

(Back For Seconds: p. 185)

Bay Area FLCW Kathy Steligo (www.thewordcompany.com) provided this exceptionally helpful and meaty list. Follow this and you'll ensure your writing is fresher, flows better, is easier to read, more engaging and doesn't break any rules OR laws.

THE WRITERS' SELF-CHECK LIST

1. Double check all facts and dates
2. Don't rely on computer spell check to catch all errors
3. Verify all contact information and website addresses
4. Verify spelling of proper nouns
5. Use the "find" command to locate words used repeatedly on the same page
6. Be sure statistics, quotations and other facts are credited
7. Secure permission for all copyrighted material
8. Condense and tighten wording where possible
9. Include cross-references to related materials in document
10. Define unfamiliar or unusual terms
11. Spell out entire name or term before using an acronym
12. Check for consistent headings, font and format
13. Transition smoothly between paragraphs and between chapters
14. Give each paragraph and chapter a beginning, middle and end
15. Search for all instances of "that;" most can be eliminated
16. Break down run-on sentences (use one idea per sentence)
17. Mix sentence lengths
18. Use an active voice
19. Replace worn verbs with powerful, descriptive verbs
20. Don't overdo metaphors
21. Get rid of words if they don't add value
22. Check for correct use of "its" (possessive) and "it's" (it is)
23. Use contractions consistently (i.e., don't use "we'll" one place, "we will" in another)
24. Review use of all words ending in "-ly"
25. Tailor the work's personality to the subject

Sample Brochure (with “Marketing Questions” Approach)
Format, Strategic Marketing Copy, Open Lines of Communication

Here’s a sample of actual copy for a trifold brochure (an 8 ½ x 11 page in landscape format folded twice to make a brochure that fits into a regular #10 envelope). I include it to showcase several things:

1) Proper format for delivering copy to a client. You’ll notice the specific headings used to designate different sections of text, such as:

Front Cover:

Headline:

Inside Folded-In Back Flap Copy:

Inside Left and Middle Panels

Body Copy:

2) Per the discussion I have in Appendix C of Back For Seconds (*ABC Security Case Study*), here’s an example of using a list of questions that, a) establish the company asking them as a good guy willing to share the “inside story” of the industry, b) showcase a client’s strong suits, and c) make a reader question what they *think* they know about the competition. This can be a very effective technique in writing marketing copy.

3) See the note to my graphic designer about placement of these questions. Always communicate your ideas to your designer – this really is a team effort!

Painter’s Pride Brochure Copy

Front Cover:

Greater Care
More “Prep” Work
Superior Attention to Detail
Higher Quality Materials
LOWER Cost.

(Painter’s Pride Logo)

Proudly Serving North Atlanta’s Residential Painting and Home Improvement Needs.

Custom Care.
Production Price.

Inside Folded-In Back Flap Copy:

It's time to have your home painted. You're considering one of those heavily advertised, "production" painting companies. Open to an alternative?

How about a company that serves Atlanta's northern suburbs and offers a *custom* paint job for less than an "assembly-line" *production* job?

A company that not only believes that getting both **Quality and Price** is possible but delivers just *that* every day.

A company that stands behind its workmanship for three years – *in writing*.

That's Painter's Pride...

And before you make *any* decisions, we invite you to ask the competition five questions...

Inside Left and Middle Panels (Chris: I'm thinking that the five questions should spread across both the left and center panels as essentially ONE column of copy, leaving the right panel for testimonials...just a thought...):

Headline:

The Five Questions You Should Ask of Any Residential Painting Company

Body Copy:

Are you licensed and bonded (and/or insured?)?

The residential painting industry attracts a lot of "in-betweeners," who start up on a shoestring and disappear at a moment's notice, making it difficult to follow-up on shoddy work. **Painter's Pride** is a dedicated full-time residential painting firm. We can't grow without your complete satisfaction

Will you thoroughly power wash my house before painting?

Failure to remove the built-up dirt, mildew and bacteria on your home's exterior prior to painting can significantly reduce its lifespan. Yet, many production painting companies do just that – paint over the dirt. **Painter's Pride** power washes all surfaces to a *deep-down* clean before the first drop of paint goes on.

What other prep work will you do on my home before painting?

Pre-paint prep work is the most important part of any residential painting job. In addition to power washing the exterior, **Painter's Pride** will caulk and seal any cracks as well as

replace any rotting boards – often ones you didn't even know were bad. Think a production paint company will do all that? *No way, Jose...*

(PB Note: The “No way, Jose...” above wasn't just a lame attempt at humor. It pokes fun at a large production painting company in the Atlanta area, “Jose's Painting”...)

How long does it take to finish a typical job?

No job is typical; every job is unique. And a job done fast isn't necessarily one done well. The goal of most production paint companies is to knock out your painting job in one day. That's simply not enough time for **Painter's Pride** to do the crucial prep work as well as apply *two* coats of quality Duron paint.

How much extra will all this extra prep work and attention to detail cost me?

While you'll likely pay a lot more for this extra effort from a production painter, at **Painter's Pride**, it's just part of our standard everyday package – typically priced *lower* than the production painters charge *without it!*

Word Keyboard Shortcuts: The Basics

(For listing of ALL shortcuts, click on Help, Answer Wizard, then Shortcut Keys)

To	Press
Apply or remove bold formatting	CTRL+B
Apply or remove an underline	CTRL+U
Apply italic formatting	CTRL+I
Center a paragraph	CTRL+E
Justify a paragraph	CTRL+J
Left align a paragraph	CTRL+L
Right align a paragraph	CTRL+R
Copy selected text or graphics to clipboard	CTRL+C
Cut selected text or graphics to clipboard	CTRL+X
Paste selected text or graphics to clipboard	CTRL+V
Change font	CTRL+SHIFT+F
Change font size	CTRL+SHIFT+P
Increase font size	CTRL+SHIFT+>
Decrease font size	CTRL+SHIFT+<
Increase font size by 1 point	CTRL+]
Decrease font size by 1 point	CTRL+[
To select an entire document	CTRL+A OR CTRL+5
Undo last action	CTRL+Z OR Alt+ Backspace
“Go To” a specific page in document	F5, Page #, Enter
Move across Upper Tool bar	F10, L/R arrows, Up/Down arrows
Line break	SHIFT+ENTER
Page break	CTRL+ENTER
Column break	CTRL+SHIFT+ENTER
To set line spacing to:	
Single-space lines	CTRL+1
Double-space lines	CTRL+2
Set 1.5-line spacing	CTRL+5
Change the case of letters	SHIFT+F3
Format letters as all capitals	CTRL+SHIFT+A

Select text by holding down SHIFT and pressing keys that move the insertion point.

To select text

Press

One character to the right	SHIFT+RIGHT ARROW
One character to the left	SHIFT+LEFT ARROW
To the end of a word	CTRL+SHIFT+RIGHT ARROW
To the beginning of a word	CTRL+SHIFT+LEFT ARROW
To the end of a line	SHIFT+END
To the beginning of a line	SHIFT+HOME
One line down	SHIFT+DOWN ARROW
One line up	SHIFT+UP ARROW
To the end of a paragraph	CTRL+SHIFT+DOWN ARROW
To the beginning of a paragraph	CTRL+SHIFT+UP ARROW
One screen down	SHIFT+PAGE DOWN
One screen up	SHIFT+PAGE UP
To the end of a document	CTRL+SHIFT+ END
To the beginning of a document	CTRL+SHIFT+ HOME

Tip: If you know the key combination to move the insertion point, you can select the text by using the same key combination while holding down SHIFT. For example, CTRL+RIGHT ARROW moves the insertion point to the next word, and CTRL+SHIFT+RIGHT ARROW selects the text from the insertion point to the beginning of the next word.

To insert

Press

DATE field	ALT+SHIFT+D
PAGE field	ALT+SHIFT+P
TIME field	ALT+SHIFT+T
An Empty field	CTRL+F9
Copyright symbol	ALT+CTRL+C
Registered trademark symbol	ALT+CTRL+R
Trademark symbol	ALT+CTRL+T

NOTE: Many of these same shortcuts are universal to other software, such as fax and e-mail software, contact management programs, invoicing programs, PowerPoint, Publisher, Excel, as well as filling out forms and moving text around within and between the Internet and other programs such as Word.

Writing/Marketing Resources

(Back For Seconds: pp. 263-271)

The following is a not-necessarily very scientific compilation of resources for writers. By definition, it is the farthest thing from exhaustive, and every one of them isn't necessarily exclusively geared toward commercial writers, they were all recommended by successful FLCWs as being of value. Find a more comprehensive list of writing resources at www.wellfedwriter.com ("Links"). I include it here primarily to give you "click-thru" access to all the web-based resources.

Books

The Copywriter's Handbook by Bob Bly

A classic on the how-to of business writing.

Selling Your Services by Bob Bly

Great insights on giving quotes – especially high ones – and justifying prices, along with the psychology of winning clients.

Hey Whipple, Squeeze This: A Guide to Creating Great Ads by Luke Sullivan

Wonderful book with gems on every page to help you improve not just ads, but anything you write.

Guerilla Marketing by Jay Conrad Levinson

Guerilla Publicity by Jay Conrad Levinson

Guerilla Marketing for Writers by Levinson, Freshman & Larsen

A trio of standouts on creative marketing and publicity strategies

Marketing Strategies for Writers by Michael Sedge

Mostly geared to magazine writers but with enough fabulously entertaining lessons on being outrageously bold that ANY writer looking to profit from their writing can benefit.

1001 Ways to Market Your Services, Even if you Hate to Sell by Rick Crandall

A fun and wildly juicy marketing "thought-starter" with yes, 1001 one to two paragraph examples. www.ForPeopleWhoHateToSell.com

Marketing Your Services: For People Who Hate to Sell by Rick Crandall

Delves into greater detail on many marketing topics, plus examples.

Get Clients Now! by C.J. Hayden.

Bestseller by business coach C.J. Hayden for consultants, coaches, salespeople, and anyone who markets a service business.

Cold Calling for Women: Opening Doors & Closing Sales by Wendy Weiss

How to be Your Own Publicist by Jessica Hatchigan.

Do-it-yourself playbook shares insider secrets for scoring positive publicity

The 22 Immutable Laws of Marketing: Violate Them At Your Own Risk by Al Reis & Jack Trout (authors of *Positioning*)

Wizard of Ads: Turning Words Into Magic and Dreamers in Millionaires by Roy Williams - Challenging insights for anyone who communicates for a living.

Ogilvy on Advertising by David Ogilvy (THE classic work on advertising)

Direct Marketing by Howard Nash (considered by many “the bible of direct marketing”)

Atlas Shrugged by Ayn Rand

The classic novel about business and economics as it relates to the way the world works.

7 Habits Of Highly Successful People by Stephen Covey

Purple Cow by Seth Godin

Drives home the importance of differentiating your offering from competitors.

“*The Business Side of Creativity*” by Cameron Foote

(www.creativebusiness.com)

The largest-selling “how-to” book on setting up a freelance creative business.

Cold Calling Techniques That Really Work! by Stephan Schiffman

Proven techniques for reaching decision-makers and making appointments (*and* pitches).

Zing: Five Steps and 101 Tips for Creativity on Command – Sam Harrison – great guide to jumpstart your creative juices.

Don't Make Me Think by Steve Krug (Says one reader: “If you read just one book on web usability, make it this one.”) www.sensible.com/index.html

Web Word Wizardry by Rachel McAlpine – a must-have how-to for web content writing

Ready, Aim Specialize: Create Your Own Writing Specialty and Make More Money by Kelly James-Enger. For magazine freelancers (many still do a bit of that...)

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It. by Michael Gerber; If you've never run your own business (and even if you have), READ THIS BOOK.

Reference Books

Simpson's Contemporary Quotations: The Most Notable Quotes Since 1950

By James B. Simpson

Words That Sell: The Thesaurus to Help You Promote Your Products, Services, and Ideas
by Richard Bayan

The Synonym Finder by J.I. Rodale

PB: This nearly 1400-page beauty is, hands-down, the most often used reference book on my shelf. Arranged like a dictionary for easy use.

Woe Is I: The Grammarphobe's Guide to Better English in Plain English by Patricia T. O'Conner. Very practical and delightfully written

The Associated Press Stylebook and Libel Manual, from Addison Wesley

The Grammar Hotline at Georgia State University's Center for Writing and Research.
404-651-2906 and writing@gsu.edu. Perhaps schools in other markets have similar.

Newton's Telecom Dictionary - an informative and entertaining reference for anyone who writes for the telecomm industry.

Web Sites

www.writersweekly.com - The FREE Marketing E-mag for Writers, published by freelance writing maven Angela Adair-Hoy.

www.writing-world.com (formerly Inkspot.com) - The Writer's Resource - One of THE premier and most respected sites for writers: articles, links, resources, and networking.

www.yudkin.com - Published! and Creative Marketing Solutions, both by 20-year veteran freelancer Marcia Yudkin, offer dozens of useful articles on making a living as a freelance writer. Subscribe to her *Marketing Minute* at www.yudkin.com/markmin.htm.

www.WorldWidefreelance.com. A great resource for freelance writers with a fully searchable database of markets from North America and around the world.

www.bly.com - The site of THE guy who launched it all – the original commercial writer and author (or co-author) of 55+ books on writing and business. Great articles, tips, resources.

www.absolutewrite.com (both free and premium versions)

www.writersmanual.com - “The bragging zone for writers worldwide.”

www.writingformoney.com - The Internet newsletter that shows you how to make money and live a great life as a freelance writer.

www.writingfordollars.com - find current markets that pay; how to market what you write and earn more; tips for entering high paying markets; and interviews with successful writing professionals.

www.writersdigest.com - Writer’s Digest, the world’s leading magazine for writers.

www.writedirections.com - Classes, how-to articles, writing resources, coaching/consulting and free newsletters loaded with tips, tool, and leads!

www.writingcareer.com - e-media publishers of the writing trade

www.writers-editors.com - where editors, businesses, and creative directors can locate writers, copy editors, proofreaders, ad copywriters, ghostwriters and PR help.

www.creativebusiness.com - Run by Cameron Foote, author of *The Business Side of Creativity*. 100+ downloadable articles and forms (many free) to help freelance writers.

www.marketingprofs.com - Marketing know-how from professionals and professors

dobkin.com - the website for “Marketing Master” Jeffrey Dobkin, author of *How To Market a Product for Under \$500* and *Uncommon Marketing Techniques*. Site houses a bunch of excellent (and free) articles on various aspects of the marketing process.

www.abraham.com - actionable strategies from marketing guru Jay Abraham to “grow your business beyond anything you ever expected or even hoped.”

www.cargillsells.com - Gill Cargill, a top sales training professional, and according to one reader, “a fabulous resource for anyone who needs to market his or her business.”

<http://bartleby.com/141/> - The Elements of Style (now it’s online!)

<http://dictionary.reference.com> - Dictionary.com

Online Copywriting Resources

www.useit.com/papers/webwriting/ Jakob Neilson is a guru in the field of web usability. This page on his site has links to numerous articles, books, and guides

www.nickusborne.com - Articles, newsletter, and link to an book on Web writing.

www.excessvoice.com/index.htm - Nick Usborne's Excess Voice site and newsletter for online copywriters

www.marketingwonk.com/lists/ycopywriting/ - I-Copywriting Discussion List

www.gerrymcgovern.com - Gerry McGovern, web content guru

www.highrankings.com/seo-writing.htm - The Nitty-gritty of Writing for the Search Engines. An e-book showing how to write optimized copy.

www.highrankings.com/forum/index.php?showforum=15
High Rankings Forum Section on Web Copywriting

Writing/Marketing E-Newsletters

Bob Bly's Direct Response Letter (Monthly)

Editor: Bob Bly

Website: <http://www.bly.com>

Focus: Copywriting

eNewsletter Journal (Monthly)

Editor: Meryl K. Evans

Website: <http://www.internetviz.com>

Focus: E-Mail Newsletters (Ezines)

The Marketing Minute (Weekly)

Editor: Marcia Yudkin

Website: <http://www.yudkin.com/markmin.htm>

Focus: General Marketing with an emphasis on writing

Marketing Sherpa [E-Mail Sherpa] (Weekly)

Managing Editor: Anne Holland

Website: <http://www.marketingsherpa.com>

Focus: E-Mail Marketing

MarketingProfs Today (Weekly)

Editor: Ann Handley

Website: <http://www.marketingprofs.com>

Focus: General Marketing Tips from Industry Experts

The Publicity Hound's Tips of the Week (Weekly)

Editor: Joan Steward

Website: <http://www.publicityhound.com>

Focus: Effective Public Relations

Publish for Profits (Bi-weekly)

Editor: Alexandria K. Brown (a.k.a. The Ezine Queen)

Website: <http://www.ezinequeen.com>

Focus: Publishing Ezines

Straight from the Horse's Mouth (Weekly)

Editor: Harmony Major

Website: <http://www.harmonymajor.com>

Focus: Internet Marketing

TargetX's E-mail Minute (Weekly)

Editor: None listed

Website: <http://www.targetx.com>

Focus: E-Mail Marketing

The Well-Fed E-Pub (Monthly)

Editor: Peter Bowerman

Website: <http://www.wellfedwriter.com>

Focus: Copywriting

WordBiz Report (Weekly)

Editor: Debbie Weil

Website: <http://www.wordbiz.com>

Focus: Business Writing

I-Copywriting Discussion List from Nick Osborne's

<http://www.marketingwonk.com/lists/icopywriting/35360/>

Writers Groups

A short list of regional and national writing/business organizations. Some may be more commercial in nature than others. PLEASE remember: Every group has a different profile and “vibe.” Respect their right to NOT accept everyone if, in their estimation and for whatever reason, it’s just not a fit. Remember, you can always start your own group.

Chicago

IWOC (Independent Writers of Chicago): www.iwoc.org

CADM (Chicago Association of Direct Marketing) – www.cadm.org

Ohio

Downtown Writers (Columbus-based): www.downtownwriters.com

Washington, DC

Washington Independent Writers: www.washwriter.org

Tampa Bay, FL

Bay Area Professional Writers Guild (Google for site, as it may change)

Austin, TX

The Writing Mafia – contact Tom Myer at tom@tripleddogdaremedia.com.

(Tom adds: “Any commercial writer elsewhere in the country wanting to start their own WM after our model is welcome to contact me, and we’ll get you started.”)

Philadelphia

Editorial Freelancers Association (Philadelphia chapter): <http://the-efa.org>

New Jersey

New Jersey Creatives – www.njcreatives.org

Professional Writers Alliance (PWA) of Mercer County. www.pwawriters.org.

Communications, Advertising and Marketing Association, www.njcama.org;

Atlanta

The Freelance Forum – www.freelanceforum.org

Creativity Atlanta - www.atlantaadclub.org

Seattle

www.freelance-seattle.net (two-branch listserv: discussions/project postings

www.seattlewritergrrls.org - not purely commercial, but good for keeping the creative side of our jobs fresh.

Los Angeles

Contact Dave Tandet at david@frontlinewriting.com. Dave's part of a small, spirited and growing group of commercial freelancers (see mini-profile below).

Nationwide (find local chapters)

IABC – International Association of Business Communicators – www.iabc.com

PRSA – Public Relations Society of America – www.prsa.org

BMA – Business Marketing Association – www.marketing.org

BNI – Business Network International – www.bni.com

NOWA - Network of Writers and Artists – www.nowa.org;

EFA - Editorial Freelancers Association – <http://the-efa.org>

STC – Society For Technical Communication – www.stc.org

Well-Fed Chat Rooms

U.S.

To Subscribe:

1. Send e-mail to wellfed_writers-subscribe@yahogroups.com with no subject or body.

OR

2. Go to http://groups.yahoo.com/group/wellfed_writers/join (you'll be prompted to create a Yahoo account).

U.K.

Visit www.wordmeister.co.uk/ukfw.html to sign up.

At-Home-Mom Links

www.WAHM.com

The Online Magazine For Work-At-Home Moms

www.bizymoms.com

Who Says We Can't Have It All? Be A Work-At-Home Mom!

www.momwriters.com

For Those Facing The Challenge Of Writing With Children Underfoot

www.hbwm.com

Committed To Bringing Working Moms Closer To Their Children

www.momsnetwork.com

“Helping Moms Succeed”—One Of The Original Sites For Work-At-Home Moms

www.homeworkingmom.com

A Mom's First Step to Working at Home.

www.athomemothers.com

Complete Support for the At-Home Motherhood Lifestyle

Your Colleagues' Web Sites

(Back For Seconds: p. 49)

Over the past several years, in the course of writing this book, I asked commercial writers across the world to share their websites for possible inclusion in the book. A nice list follows. Every one belongs to a successful writer who's making it happen. And everyone did it differently. You'll see a wide array of creative visions – things you'll like and things you won't. It's all about getting ideas. Find what works for you. Just remember, simpler is better and your site is YOU and it represents your writing.

Tom Myer – Austin, TX: www.myerman.com
Kennerly Clay - Philadelphia, PA: www.kennerlyclay.com
Jake Poinier – Phoenix, AZ: www.mythreedots.com
Steve Marshall – Marietta, GA: www.samarshall.com
Rick Waugh – Vancouver, BC: www.writemix.ca
Simon Young – Auckland, New Zealand: www.simonyoung.co.nz
Amy Sorkin – Los Angeles, CA: www.amyswords.com
Moirra Shephard – Venice, CA: www.star-ink.com
Maria Rivera – Austin, TX: www.redwritingshop.com
Mark Lewin – Oxfordshire, England: www.wordware.co.uk
Peter Bowerman – Atlanta, GA: www.writeinc.biz
Bob Bly – Dumont, NJ: www.bly.com
Michelle Zavala – Colorado Springs, CO: www.studioz.ws
Bruce Lilly – Bloomington, IN: www.BruceLilly.com
Barbara Elmore – Waco, TX: www.wordscene.com
Jill Shtulman – Chicago, IL: www.jsacreative.com
Lisa Sparks – Ft. Myers, FL – www.integritywriting.com
Jim Meadows – Kansas City, MO: www.jimfreelance.com
Kristina Anderson – Seattle, WA: www.easyreadcopywriting.com
Andrea Harris – Boston, MA: www.minerva-inc.com
Mary Guinane Smith – Sioux City, IA: www.twacopywriting.com
Jill Taylor – Canton, GA: www.taylorwrites.com
John Barrett – Salt Lake City, UT: www.quillpro.com
Patrick Leonard (a.k.a *Lp Camozzi*): www.camozzi.ca
Kathy Steligo – San Carlos, CA: www.thewordcompany.com
Kevin Klemme – Bloomington, IN: www.writingace.com
Mike Klassen – Mill Creek, WA: www.mikeklassen.com
Larry Rosenwinkel – Frazier Park, CA: www.winkwriting.com
Marty Lamers – Atlanta, GA: www.articulayers.com
Brad Dunn – Los Angeles, CA: www.vantagecorner.com
Dave Riches – Prospect, Australia: www.riches.com.au

Web Addresses from *Back For Seconds*

(with page #'s from book)

<http://awaionline.com> - Copywriting Course, 52
www.abraham.com - Marketing guru, 37
www.ahawritingservices.com - FLCW Site, 141
www.amazingmail.com - Direct mail postcard house, 95
www.amcity.com - Family of biz pubs (produce annual *Book of Lists*), 86
www.aslantraining.com - Sales Training firm (contributed sales tips to BFS), 14
www.athomemothers.com - At-home Mom site, 271
www.bizymoms.com - At-home Mom site, 271
www.blhickmaninc.com - FLCW site, 126
www.bly.com - Bob Bly's site, 53
www.bni.com - International networking organization, 163
www.brandrenovator.com - Branding expert, 39
www.tbtonline.com - Does best B2B sites contest annually, 189
www.businessownersideacafe.com - Great site for small biz owners, 53
www.cargillsells.com - Sales/marketing guru, 96
www.citymax.com - Low-cost Web site creation, 46
www.compelling-cases.com - FLCW site (specializing in case studies), 221
www.constantcontact.com - Popular e-mail newsletter creation program, 103
www.cooleremail.com - E-mail newsletter creation program, 104
www.copycraftsman.com - FLCW site, 87
www.copyopolis.com - Author's commercial writers group consortium, 166
www.creative-brand.com - FLCW site, 71
www.DeMenter.com - FLCW site (specializes in deathcare industry), 223
www.dickblick.com - Art supply store (source for professional portfolios), 58
www.dinataledesign.com - Author's graphic design partner since 1993, 22
www.eclecticcontent.com - FLCW site, 230
www.elance.com - Online job board, 66
www.ezinedirector.com - E-mail newsletter creation program, 104
www.fortune.com - Top business magazine, 86
www.freelanceforum.com - Atlanta-based freelancers group, 163
www.FreelanceWorkExchange.com - Online job board, 66
www.freelancewriting.com - Writing Web site, 123
www.godaddy.com - Low-cost Web site creation, 46
www.hbwm.com - At-home Mom site, 271
www.homestead.com - Low-cost Web site creation, 46
www.homeworkingmom.com - At-home Mom site, 271
www.imakenews.com - E-mail newsletter creation program, 104
www.integritywriting.com - FLCW site, 99, 134
www.irs.gov - Enough said, 256
www.jimfreelance.com - FLCW site, 18, 147
www.jsacreative.com - FLCW site, 228
www.karacomcreative.com - FLCW site, 20
www.keywordwriting.com - FLCW site, 152

www.life-line.org - Health insurance info and resources, 257
www.lynhamink.com - FLCW site, 232
www.lynnwasnak.com - FLCW site, 62
www.marketing.org - Business Marketing Association, 94
www.marketingpower.com - American Marketing Ass'n (customized news feeds), 23
www.minerva-inc.com - FLCW site, 19, 105
www.modernpostcard.com - Direct mail postcard house, 95
www.momsnetwork.com - At-home Mom site, 271
www.momwriters.com - At-home Mom site, 271
www.monster.com - Online job board, 66
www.myerman.com - FLCW site, 17–18
www.namestormers.com - Site for business naming, 53
www.namingnewsletter.com - Site for business naming, 53
www.njnonprofits.org/linksNCNA.html - Non-profits (pro bono prospects), 57
www.ozonline.tv - Atlanta magazine for creative industry, 31–32, 89
www.panache-yes.com - Atlanta sales/marketing consulting firm, 46
www.pcmag.com - PC Magazine (does top web sites contest), 189
www.pdhcommunications.com - FLCW site, 236
www.pearlpaint.com - Art supply store (source for professional portfolios), 58
www.pma-online.com - Independent publishing association, 277
www.policyworks.gov/perdiem - Info on per diem rates for business travel, 252
www.postcardsplus.net - Direct mail postcard house, 95
www.proofpositive.com - Writing Web site, 128
www.purepostcards.com - Direct mail postcard house, 95
www.quickbizsites.com - Low-cost Web site creation, 46
www.samarshall.com - FLCW site, 111
www.southarts.org/SAF_links.shtml - Non-profits (pro bono prospects) 57
www.spannet.org - Independent publishing association, 277
www.stc.org - Society for Technical Communication (technical writing), 120
www.studioz.ws - FLCW site, 20
www.switchboard.com - Online Yellow Pages (generate calling lists), 204
www.testimonialletters.com - Art & science of creating strong testimonial letters, 46
www.thebestdesigns.com - Showcases top web designers annually, 190
www.thetaxguy.com - Gary Carter, author of tax chapter in *Back For Seconds*, 247
www.theultimates.com/yellow/ - Online Yellow Pages (generate calling lists), 86
www.thewordcompany.com - FLCW site, 48, 185
www.thewritetrack.biz - FLCW site, 154
www.topica.com - E-mail newsletter creation program, 104
www.twacopywriting.com - FLCW site, 138
www.usps.com - U.S. Post Office (FREE direct mail and DM seminars), 97–98
www.verticalresponse.com - E-mail newsletter creation program, 104
www.WAHM.com - At-home Mom site, 271
www.webaward.org - Web Marketing Association, 190
www.webbyawards.com - The Webby Awards, 189
www.web100.com - The Web's Best Sites, 190
www.wordscene.com - FLCW site, 218

www.writefromhome.com - Writing Web site, 123

www.writeimage.biz - FLCW site, 235

www.writeinc.biz - PB's commercial writing site, 45, 200

www.writersmarket.com - Top writing web site (primarily for magazine writers), 62

www.writingace.com - FLCW site, 115

www.yudkin.com - copywriting guru, Marcia Yudkin

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*Until one is committed
there is hesitancy,
the chance to draw back, always ineffectiveness
Concerning all acts of initiative and creation
there is one elementary truth,
the ignorance of which kills countless ideas
and splendid plans:
that the moment one commits oneself,
then Providence moves, too.*

*All sorts of things occur to help one
that would otherwise have never occurred.
A whole stream of events issues from the decision,
of unforeseen incidents and meetings,
and material assistance
which no man could have dreamt would have come his way
I have a deep respect for one of Goethe's couplets:*

*"Whatever you can do, or dream you can—begin it.
Boldness has genius, power and magic in it."*

- W.H. Murray