



Thank you for your interest in Sarah Reinbold copywriting services.

This information packet is to help answer any questions you may have about my services. If, after reading this information you still can't determine if my services are right for you, please give me a call at 330.590.7235. I will be happy to discuss your project goals and objectives, all initial consultations are free of charge.

What are your qualifications as a writer?

I have written copy for large corporations, small businesses, non-profits and academic institutions. I combine writing skills with technical know-how and industry knowledge.

Before becoming a freelancer, I was an instructional designer for one of the top learning organizations in the world (study by Bersin & Associates, 2008). I also worked as a grant-writer in the non-profit sector and as a web content writer and search engine optimization specialist for a web design firm.

What is your background?

I have a bachelor's degree from The College of Wooster in Political Science and Geology. I received my master's degree in Information Science from Kent State University. During my education I wrote two theses greater than 300 pages each, at which time I found I enjoyed the process of researching, interviewing and writing. The study of Information Architecture and Knowledge Management directed my writing toward clear, concise and organized content that is easily understood. All the work I do involves thorough research, logical construction, and an emphasis on the mode of delivery and the intended audience.

I've written copy about computers, electronics, software, technical procedures, construction equipment, industrial equipment, banking, financial services, real estate, community action, career development, health care regulations, training, and other areas.

Most important to you, I bring creativity, a fresh perspective, and expertise to every piece of copy I write. From web, to e-learning, to marketing content – I've learned how to bring my clients vision to paper. If you have a story, I find a way to tell it engagingly, effectively, and persuasively.

Copywriting isn't something I do on the side. I'm passionate about writing and I bring that enthusiasm to every assignment. I put all my skill, creativity, and experience into every piece of copy I write.

Do you have experience in my field?

I have experience working with large corporations, small businesses, non-profits and academic institutions. If you sell to business, industry, or professionals or are in the business of generating ideas chances are that I have experience in your area or with something very similar.

Take a look at my included writing samples. Do they seem to fit your vision? If not, give me a call, I will send additional samples that more closely align with your interests.

What kinds of writing assignments do you handle?

If you have an idea, I can bring it into reality.

My services cover the full range of copywriting. More than half of my business is writing web, multimedia or



instructional content, and online and print marketing for business, industrial, and high-tech clients. The rest involves writing communication materials including manuals, industry articles, audio-visual scripts, newsletters, press releases and other materials.

I specialize in writing clear, concise, persuasive copy on a wide range of products, services, and concepts – from simple to complex.

Clients appreciate the fact that I quickly understand marketing dilemmas, industry specifics, and sophisticated technologies. During the copywriting process I can sit down with different levels of your organization - from sales and marketing to systems or engineering. My diversified background allows me to ask intelligent questions and speak the language of your specialists.

By discovering your goals and objectives, your needs and your target audience I can guarantee that the copy I deliver will meet with your satisfaction.

You also offer editing services. What does this involve?

Beyond writing copy, I can critique and edit existing material you or your staff has written. When you contract my editing services I will offer advice on what works in your copy, what doesn't, and what needs to be changed.

Based on my recommendations I offer one revision of your copy. This service is ideal for clients who want to revitalize old content, need to ensure professional quality of their materials, or want to contract my services at a lower cost than copy written from scratch.

What if my project requires more than writing?

If a client requests, I also provide graphic design, web design, desktop publishing services and e-learning course development. You may view samples of these services in my portfolio. If a project is beyond my capability, I work with a network (consider it a "virtual agency") of graphic designers, web designers, and voice artists. These are talented and experienced professionals and I can guarantee you will be satisfied with their work.

So how much does it cost to hire you for a project?

For every copywriting assignment I give a quote per project. The quote depends on the complexity of the project, the level of research and the amount of content. When we discuss your project I will have a better grasp of the amount of work involved and will be able to provide a quote. You may request a current fee schedule to view typical price ranges.

Who are your clients? What do they say about you?

The majority of my clients are large to mid-size corporations and small businesses. I also work with non-profits and academic institutions. All of my clients are excited to bring creativity, a fresh perspective, and professionally written copy to their projects. Take a look at my testimonials to see what some of my clients have to say.



How long does it take for you to write my copy?

A typical copywriting assignment takes between two and three weeks. During this time I conduct interviews, complete research, write, edit and revise until every word is perfect.

However, each project is different. At the beginning of each project we agree upon a deadline. I guarantee that I meet the agreed upon date.

Do you provide revisions of your copy?

Every project includes two revisions. These revisions are included in the original copywriting fee. If you decide you need revisions you submit your desired changes and I'll make them. Provided that the changes are submitted within 30 days of receiving the copy and that they are not based on changes in the project after the copy was submitted.

Typically my clients are delighted with the copy they receive. But if you are not satisfied, or have desired improvements, I will be happy to make these changes so you are happy with your copy.

How can I get you to write for me?

That's easy. Contact me by phone at 330.590.7235, email me at sarah@sarahreinbold.com or fill in the contact form on my website at www.sarahreinbold.com. Let me know what type of project you have in mind and I will get back to you ASAP. I'll then have you send brochures, catalogs or other literature that provides the background information I need to write your copy.

Next, we discuss the project over the phone, via email or in person. We talk about your goals, objectives, and what you're trying to accomplish, and I offer advice and suggestions on how your business needs can be met. When you give the okay, I'll write your copy. You'll receive your content on or before our agreed upon deadline. That's it!

As I mentioned before, large companies, small business, non-profits and academic institutions have been delighted with my copy. They have used it for promotional or informational purposes, training, and marketing.

The next time you need high-quality, professional copy give me a call.

Sincerely,

Sarah Reinbold

P.S. If you have an immediate need call me at 330.590.7235 or fax me the details at 330.835.1035. There is no charge for initial job consultation and cost estimate.



TESTIMONIALS

"It has been a privilege to work with you. Believe me when I say....you made tasks for me so much easier... simply by listening and providing some wonderful expertise and direction. I always knew I could count on you to deliver what I "saw" in my mind...even though I could never create the end results that you produced! The work you have done here has been top notch..."

-Eric W. Vanderveen, Team Leader, Sales Education

"Sarah Reinbold's content writing and search engine optimization services have been invaluable to us and our clients. She is a skilled wordsmith, and we are delighted with the work she performs on our behalf. What really sets Sarah apart is her reliability and trustworthiness as a professional. I can bring her into a project, and have complete confidence the end result will be high quality and just as important, the project will be managed properly. I would not hesitate to recommend Sarah to anyone looking for a highly competent, highly professional copywriter."

-Paul Hirsch, Owner, Studio1337 Web Design and Media Solutions

"I can't thank you enough for all the help you've given me with the various Customer Reference Guides. You are a Professional in every way!"

-Steve Mehallo, Team Leader, Customer Training Group

"Besides being talented in creativity, communication, and technical development, Sarah is also excellent in translating my intangible ideas and bringing them to life. Most importantly, she is able to meet deadlines where critical timeframes are asked of her."

-Deb Addis, Instructor, Sales Education, Global Training and Development

"Sarah's ability to go beyond a vision makes everyone on the team better and excited to work with her. She pushes herself for her best, expecting nothing less in return. From a business perspective, Sarah always delivers impactful media that has measureable results."

-Don Riether, Manager, Instructional Media Group



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CLIENT LIST

Sarah Reinbold: Clients/Experience

AdminGeek LLC
Akron Public Libraries
Cleveland State University
Coldwell Banker Real Estate LLC
The College of Wooster
Diebold Inc.
Equantity LLC
Kee, Huchok & Co., Inc.
The National Corporation for Community Service
Netasis Internet Inc.
Portage Families and Community Services
ReMax
Russell Equipment Company

IDEAL CLIENT

I work with large corporations, small businesses and solo entrepreneurs, but every ideal client shares certain characteristics. First, these clients are as passionate about their industry as I am about writing. With a shared passion and direction, we produce exciting results. Second, ideal clients value the process of writing - from research, to concept design to the final edit. The ability to meet communication objectives comes from practice, time and experience. Third, ideal clients understand that well-written copy will get their message heard. Asking a programmer who would rather be coding to write a brochure doesn't make sense - especially when the brochure is a marketing tool. This is why ideal clients understand that when a professional writing job is needed, it makes sense to hire a professional writer. Give me a call if you are excited about your potential project, passionate about your industry, and want to hire a professional writer who is experienced in achieving results. I'd be delighted to discuss your project.



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TERMS

A signed service terms or letter of authorization is required for all jobs. Copywriting and design fees for projects are payable 50% in advance, balance upon delivery. Copyediting is payable in full, in advance. Work on copy will not begin until purchase order and initial fee are received.

Two revisions are included in the quote and must be assigned within 30 days of receipt of copy. These revisions are made free of charge unless the revision is made on a change to the project after the assignment is submitted.

Hourly rates and other listed fees are a guideline only. This document is up to date as of 02/01/09. Please call for current fees and a quote on your specific project.

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