

Curiosity is more important than knowledge.
– Albert Einstein

Why choose one when you can have both?

*Delivering the right words starts
with asking the right questions.*
– Linda Travis

(page down for copywriting portfolio)

Trained researcher **and** experienced writer **Linda Travis** combines **curiosity and knowledge** to **deliver** compelling copy with a unique voice. **For 20+ years** Linda has asked the right questions to uncover hidden value **that feeds the creative process**. The result is **copy and optimized web content** to address business challenges head on.

PORTFOLIO SAMPLES

(PAGE DOWN)

- Brochure
- Case Study
- Direct Mail
- Email Blast
- Name
- Print Ad
- Product Sheet
- SEO – Optimized Web Content
- Tagline
- Trade Show Booth
- Website Content

ADDITIONAL EXPERIENCE

- Bylined Article
- Ghost Writing
- Media Release
- Professional Bio
- Research Report
- Sales Cover Letter
- Speaker One Sheet

SELECTED INDUSTRIES

- Information Technology (IT)
- Bio Tech
- Professional Services
 - Accounting
 - Consulting
 - Engineering
 - Financial Services
 - Fitness
 - Landscaping
 - Recruiting

Product One Sheet & Brochure (IT)

The Power to Compete at a Higher Level

Think you have all the HR burdens of a big company, but none of the big company resources to manage them well? Think again.

Introducing ADP Major Account Administrative Services Offering, designed to give businesses like yours the power to compete at a higher level. ADP's Admin expert support from re

Deliver
ADP's well be worklo ADP's by acc

- Servi Train
- An li
- Com Adm
- Com chan

Access
ADP's experi aspect regulat compa tops in your Si

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- Payn
- Recri
- Risk

Go where you want, when you want.

HR Service Team
+
Integrated Tools
&
Technology =
Competitive Advantage

Administrative

ADP's Major Accounts Administrative Services Offering

The access you need to compete at a higher level including:

- A team of experts
- A comprehensive integrated tools suite
- A higher level of service

ADP
The business behind business

ADP Inc. • 1

8-page Brochure &
2-sided One Sheet

The Challenge: Introduce a complex, technology-driven HR solution to mid-sized companies by appealing to both the C-suite and HR decision maker.

Copy Samples:

(headline) “Taking your business to the next level just got easier.”

(body copy) “You face the same administrative and compliance burdens as a Fortune 50 company – but without the extensive HR resources to manage them all. So how will you ever be able to compete at a higher level? By better managing your most valuable asset – your people.”

Client: *You really understood what we needed to convey to our audience and you delivered it with world class service!*

ADP, Inc.

B2B Web Content

The Challenge: Take the history and combined expertise of two newly merged accounting firms and create a cohesive web presence under the new identity.

Copy Samples:

(tagline) “The Advice You Need. The Attention You Deserve.”

(lead in) “Navigating 30+ mergers and acquisitions – and that’s just with ONE of our clients.”

(body copy) “When the company is yours, who do you turn to for sound business advice? Private companies face a number of financial issues that are fundamental to the long-term health and growth of their business....”

Client: SRHW, LLP

SRHW
SELLERS RICHARDSON HOLMAN & WEST LLP

THE ADVICE YOU NEED.
THE ATTENTION YOU DESERVE.

HOME | PROFILE | SERVICES | RESOURCES | NEWS | CAREERS | CONTACT US

Private Companies
Eight of the largest private companies in Birmingham turn to us for a full range of advisory, audit, and tax services.
[Read More](#)

Families
High Net Worth Families seeking independent planning advice on financial and tax matters turn to SRHW.
[Read More](#)

Specialty Expertise
Employee Benefit Audits, TIMOs, Construction, and Real Estate are among our areas of specialty.
[Read More](#)

SRHW MOVES TO THE SUMMIT, EFFECTIVE OCTOBER 19, 2009

Sellers, Richardson, Holman & West, LLP (SRHW) is a premier certified public accounting (CPA) firm focused on the needs of significant privately held companies and high net worth families largely in the Southeast. Publicly traded companies seek us out because of our specialty expertise in employee benefit plan auditing and tax services. Through comprehensive advisory, audit and tax services, SRHW delivers the advice you need with the attention you deserve.

RSM McGladrey Network
An Independently Owned Member

JOIN OUR TEAM

FIRM DIRECTORY

205-278-0001 Phone | 205-278-0003 Fax | Birmingham, AL | Copyright 2008

www.srhwcpa.com

Overview Brochure (Prof Svcs)

The Challenge: Showcase a professional firm's expertise and "advice + attention" positioning with a static story and interchangeable inserts, giving the firm flexibility to tailor its message and credentials to each targeted vertical.

Copy Samples:

(tagline) "The Advice You Need. The Attention You Deserve."

(body copy) "Welcome to SRHW, where advice and attention go hand in hand..."

(lead in) "When the third largest land acquisition behind Alaska and the Louisiana Purchase took place, we were there. Our experience in handling complex auditing issues..."

Client: SRHW, LLP



Name & Tagline

The Challenge: Find the common thread across **HR Connections & Consulting, LLC's** expanding services to ultimately attract the right client profile.

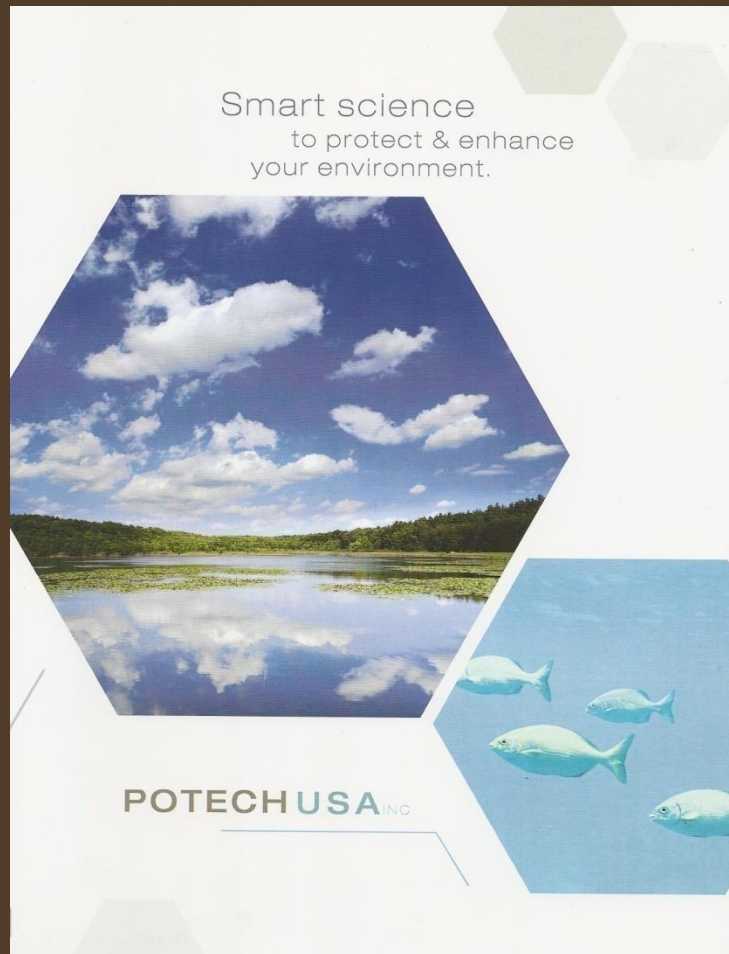
The Solution: New Name & Tagline



Tagline: *Making the Connections to Recruit Top Talent*

Client: *We turned to Linda to help us understand how the market perceived us. Her recommendation to clarify our service offerings and renovate our message to market ultimately led us to rename the company. This strategy shift helped lead us to our most successful years in history and ultimately to being named to the **Inc. 500** list of the Fastest Growing Private Companies in America – two years in a row. **Talent Connections***

Overview Brochure (Bio Tech)



The Challenge: Introduce an American company and its core Bio Tech solutions to Chinese officials, tempering health concerns prior to the Beijing 2008 Olympic Games.

Copy Samples:

(intro body copy) "Clean water. It's fundamental to life. And critical to sustaining economic growth – from agriculture to commercial fishing to tourism. Yet uncontrolled algae growth can quickly put a chokehold on any and all of these activities, bringing progress to a halt."

(body copy) "ALGAE-GON 247 breathes new life into the age-old problem.... As a unique, low-level algicide/bactericide, ALGAE-GON 247 contains a proprietary 'carrier' that holds the algicide in solution...."

Client: POTECH USA Inc.

Search Engine Optimization - SEO

The Challenge: Optimize for Multiple Keywords Per Page

Writing for Page Source Code:

Keyword Meta Tag: document management software, document management system, document compliance, PaperHost

Title Tag: Document Management Software - PaperHost Document Management System

Description Meta Tag: Ensure document compliance and rapid, global access to your documents with the document management software and document management system from PaperHost.

www.PaperHost.com

Writing for Page Text:

Enterprise Document Management System
*Ensure **Document Compliance** and Ready Access with Web-based **Document Management Software** from **PaperHost**.*

The **document management system** from **PaperHost** provides rapid, worldwide access to your valuable document assets by those authorized to enter the document vault. **PaperHost** serves companies that are serious about document security and **document compliance** with all government regulations. Through our web-based **document management software**, all of your documents, from scanned paper to electronic files, are managed through their entire life cycle from capture to archive. When compared to document warehouses and in-house system alternatives, **PaperHost** consistently wins the ROI challenge.

eBlast & Trade Show

The Challenge: Convey a cohesive IT results-driven story to boost attendance by utilizing Trade Show Booth, Promotional Belly Band, and HTML eBlast Series to Senior HR Executives.

Copy Samples:

(tagline) “Employee Information Management. *Redefined.*”

(headline) “What’s EOG Resources’ secret to saving \$500,000 annually in HR expenses?”

(body copy) “They redefined what was possible...and relied on Employease to make it happen....”

Client: *We generated record levels of qualified leads that more than justified the investment. Employease, Inc.*

NO LONGER THE BEST KEPT SECRET IN HR

“The #1 Employee Benefit Information System”
-Business Insurance Magazine

EMPLOYEASE

“Best of the Web in HR”
-Forbes

1 Million Employee Records and Counting

Visit Booth #3329 and discover the secret to redefining HR



What's EOG Resources' secret to saving \$500,000 annually in HR expenses?

EMPLOYEASE

eog resources

HR
SOCIETY FOR
HUMAN
RESOURCES
MANAGEMENT

They *redefined* what was possible...
...and relied on Employease to make it happen.

Join Employease and our guest Patricia Edwards, Vice President of Human Resources for EOG Resources at the SHRM Conference on **June 25-27, 2006**. Visit booth #3329 and uncover the secret that's causing HR to *redefine* the possibilities across the board. Click here for a [show schedule](#) and to easily [locate our booth](#).

Register to win:

- JVC Camcorder with Hard Drive Technology
- Swiss Army Binoculars with Built-in 4X Digital Zoom Camera
- Bose SoundWave system

Employee Information Management. *Redefined.*

Case Studies

The Challenge: Create a Success Story series to showcase how targeted questions and refined messaging contributed to four revitalized brands.

Copy Samples:

(headline for Engineering Firm [case study](#))

“When is engineering a new name NOT the right solution? When your existing name is a valuable asset.”

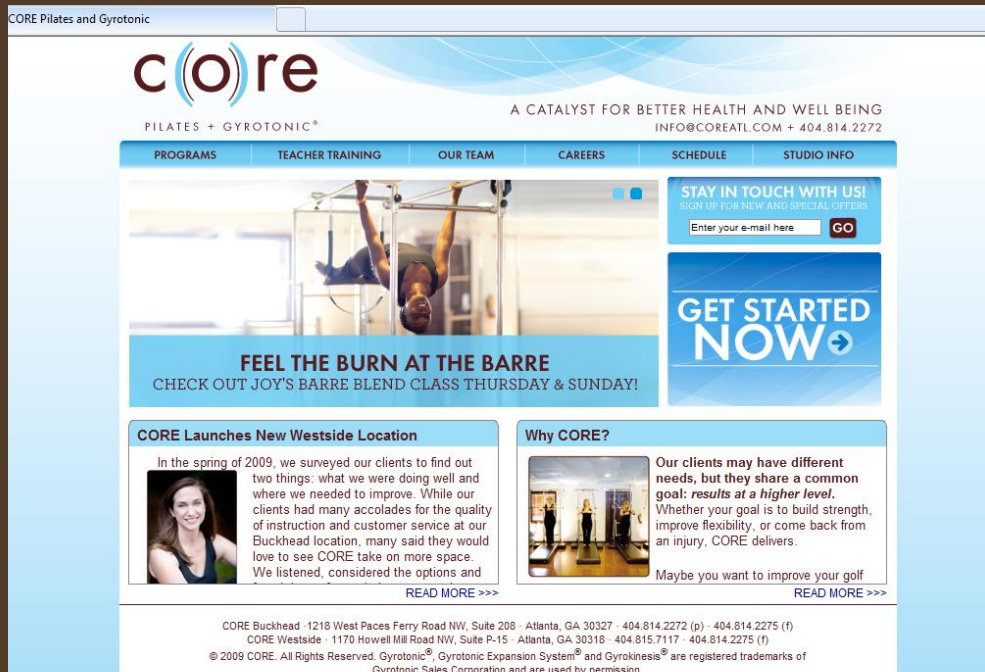
(headline for HR Technology [case study](#) that featured the new tagline, “Employee Information Management. *Redefined.*”)

“How do you compete in a muddy sea of outdated industry jargon? You *redefine* the industry.”

Copyright: The Brand Renovator



B2C Web Content



www.coreatl.com

The Challenge: Strike the right balance between crisp benefit-focused copy and consumer education, revamping a fitness studio's site content to coincide with the opening of its new state-of-the-art facility.

Copy Samples:

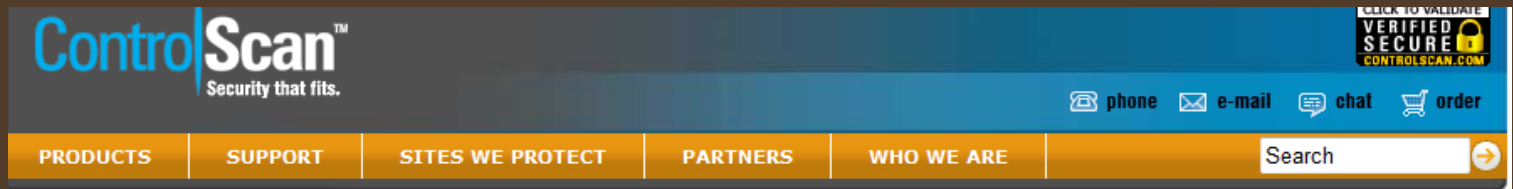
“Our clients may have different needs, but they share a common goal: *results at a higher level*. Whether your goal is to build strength, improve flexibility, or come back from an injury, CORE delivers.”

“The Pilates method of body conditioning offers a complete physical and mental workout. Borrowing elements from both eastern and western approaches to fitness training, Pilates is designed around the classical Greek ideal...”

Client: CORE

Search Engine Optimization - SEO

The Challenge: Optimize Page for "Website ecommerce security"



ControlScan™ Security that fits. CLICK TO VALIDATE VERIFIED SECURE CONTROLSCAN.COM

phone e-mail chat order

PRODUCTS SUPPORT SITES WE PROTECT PARTNERS WHO WE ARE Search

```
www.controlscan.com/taketour_packages.php - ...
Format
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML
1.0 Transitional//EN" "http://www.w3.org/TR/
/xhtml1/DTD/xhtml1-transitional.dtd">
<html
xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type"
content="text/html; charset=utf-8" />
<meta name="verify-v1"
content="T2mlMtF0GgcpZ/eJhSQrqKQNXTwXRrl
N75SCdNf+p3M=" />
<title>Website Ecommerce Security that
Fits | A Preview from
ControlScan</title>
<meta name="keywords" content="Website
Ecommerce Security" />
<meta name="description"
content="Simplify Website ecommerce
security and PCI compliance with
ControlScan's Verified Secure
solutions, the best value for small to
mid-sized ecommerce businesses." />
```



Verified Secure means hassle-free, worry-free security for smaller ebusinesses.

> BUY NOW > 14 Day Trial

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We make it easy to find a **Website ecommerce security** solution that fits.

The Verified Secure packages are designed to give you options and provide you with comprehensive **Website ecommerce security** and PCI compliance solution at a great price. Pick the package that best fits your needs.

[Continue the Tour of Website ecommerce security options available from ControlScan.](#)

[Continue the Tour to learn more.](#)

Verified Secure Packages	Verified Secure Basic	Verified Secure Preferred	Verified Secure Premium
	Base-level offering to comply with PCI	Comprehensive PCI Compliance and	Extensive PCI Compliance and

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Name & Tagline

The Challenge: Distinguish **Douglas Consulting Group** from countless consulting firms by first identifying its niche expertise then leveraging that know-how spot on.

The Solution: New Name & Tagline



Client: *The company experienced record sales in the two months after rebranding. My confidence and clarity about my business have soared.* **FireFly Facilitation**

Direct Mail

The Challenge: Leverage a pivotal trade association endorsement to appeal to corporate meeting planners.

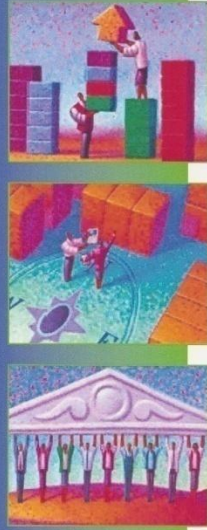
Copy Samples:

(quote) “FireFly facilitated super results for GaMPI by keeping the energy of our team on task.”

(body copy) “A focused plan. Enhanced team effectiveness. Creative problem-solving tools to take beyond the session. Just a few reasons why businesses and organizations chose FireFly to capture the energy of their groups to achieve critical objectives....”

(call to action) “...for your free copy of “10 SureFIRE Steps to Awesome Offsites.”

Client: FireFly Facilitation




“FireFly facilitated super results for GaMPI by keeping the energy of our team on task!”

High impact results was the winning answer for Kenneth Jones and his leadership team, when he engaged FireFly Facilitation to lead GaMPI’s strategic planning session. The members of GaMPI, the Georgia Chapter of Meeting Professionals International, are the meeting experts — and they liked what they saw in FireFly.

A focused plan. Enhanced team effectiveness. Creative problem-solving tools to take beyond the session. Just a few reasons why businesses and organizations choose FireFly to capture the energy of their groups to achieve critical objectives. What is the focus of **your** upcoming meeting?

- Team Building
- Strategic Planning
- Problem Solving

For your own high impact results, contact Kimberly Douglas at Firefly Facilitation. For a jumpstart to help light the way, e-mail us at info@fireflyfacilitation.com for your free copy of **“10 SureFIRE Steps to Awesome Offsites!”**



Capturing *energy.*
Facilitating *results.*

Voice: 770.857.2244
Fax: 770.857.2247
www.fireflyfacilitation.com

Print Ad Series

DO YOU KNOW WHAT A HEALTHY RETIREMENT PLAN LOOKS LIKE?
There's more to retirement planning than meets the eye.

ISN'T IT TIME YOU BRUSHED UP ON YOUR FINANCIAL HEALTH?
Planning your future shouldn't make you bristle.
Your financial health begins with the health of your practice and extends to your personal life.

IN THE FACE OF TRANSITION, WHO'S GOT YOUR BACK?
The transitions that define the life of your practice require a steady partner.
And Willeford Haile, CPA, PC is there every step of the way - whether you're buying a practice, bringing on a partner, or selling an established practice.
Your practice is your most important asset. And the life of your practice is a series of transitions, not transactions.
Who will you trust to advise you along the way?
Experience Willeford Haile's partnering approach in the face of change.
For your complimentary *Guide to Practice Transitions*, email us at transitions@willefordhaile.com or call us toll-free at 877.643.7087.

W WILLEFORD HAILE, CPA, PC
Dental Practice Advisors

ACCOUNTING FOR FINANCIAL HEALTH SINCE 1975 → www.willefordhaile.com ■ 770.552.8500

The Challenge: Extend a niche professional services brand to a print ad series, targeting dentists through trade publications.

Copy Samples:

(headline) "In the Face of Transition, Who's Got Your Back?"

(body copy) "The transitions that define the life of your practice require a steady partner. And Willeford Haile, CPA, PC is there every step of the way...."

(bold lead in) "Planning your future shouldn't make you bristle."

Client: Willeford Haile, CPA, PC

Looking for the right words?

Delivering the right words starts with asking the right questions.

Name – Tagline – Print Copy – Web Content – SEO Writing

Experienced copywriter and trained researcher Linda Travis delivers both in the form of compelling copy with a unique voice.

[Learn More](#)

[Contact Linda](#)