

My Commitment to You

Solid Writing

While some projects warrant unconventional methods, others demand straight-forward and simple. I'll always provide clear, precise communications and copy.

Creativity

When creativity is the goal, count on my 30+ years of writing experience.

I know how people think and make decisions, and how to reach them with words.

Value

You'll get good solid work at a price far lower than large ad or PR agency rates.

My Best Work

You can always count on my best work.

Good writing doesn't just happen; in addition to knowledge and experience, it takes extra effort and commitment to find the best angle, and to make your product or service stand above the rest.

∞ **Competitive Rates** ∞

∞ **Registered Business** ∞

∞ **Individual Service** ∞



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**Cheryl Wright
Write Essentials**

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**Cheryl Wright:
Professional Writing Services**



Offering an array of
Professional Writing Services

www.write-essentials.com

Tap into many years of successful sales, marketing, and writing experience, spanning the spectrum from direct sales to business-to-business marketing. Contact me for your:

- ∞ Marketing Brochures
- ∞ Direct Mail Campaigns
- ∞ Advertising Copy
- ∞ Newsletters
- ∞ Annual Reports
- ∞ Media Releases
- ∞ In-house Magazines
- ∞ Policy Writing
- ∞ Training Materials & Courses
- ∞ Safety/Instruction Manuals
- ∞ Booklets
- ∞ Submissions
- ∞ Report Writing
- ∞ Business letters
- ∞ Articles

Writing credits include marketing brochures, training manuals, press releases, articles, newsletters, and more.

I am a successfully published and award-winning writer. My work has appeared in magazines and on websites around the world. Several of my books (fiction and non-fiction) are best-sellers.

Harness that same creativity and bring new vitality to your project/s.

A freelance writer can:

- ∞ Improve your bottom line
- ∞ Enhance your image
- ∞ Increase your efficiency
- ∞ Make your life easier

You don't have the time to do everything, and you *can't* be good at everything either.

You know what you do best—do it!

Outsource your writing tasks to me, and keep up your momentum.

A professional writer really can—and does—make a difference, so why do it all yourself?

Doesn't your product or service deserve the best possible presentation?

The Freelance Advantage

- ∞ Reduces costs with the 'task-specific help you need, when you need it.
- ∞ No salaries, WorkCover, sick or vacation leave.
- ∞ Corporate downsizing creates short-term staffing problems. Use a freelancer to fill those gaps.
- ∞ Enthusiasm and a fresh, new, perspective.
- ∞ *The* solution for your sporadic writing needs.
- ∞ Allows small firms to compete effectively.

Consultation/Agreement

After an initial no-obligation, no-charge Q&A session, I'll share my ideas on the project, and we'll discuss finances. Once you give the go-ahead, we'll sign a simple agreement outlining responsibilities, time frames, and investments.

Terms

As all projects are different, quotes will be provided—in writing.

Short-term assignments (two weeks or less) can be quoted on a Flat Rate basis. Longer projects may warrant hourly rates.

One-third of the contracted amount will be due up front, with the balance paid at negotiable checkpoints.

Revisions

Two rounds of revisions are included in any contracted price. Additional revisions will be billed at an hourly rate. Prices quoted are for copy only. Any additional services required (such as printing) will be billed separately.

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