

from the editor

As time flies by, soar with Freebird

A big "thank you" goes out to everyone who submitted a 30-second commercial or tag line to the Freebird self-marketing contest, to Linda Angér for judging the contest, not an easy task, and to Peter Bowerman for providing autographed copies of *The Well-Fed Writer-Back for Seconds* as contest prizes. Look for the announcement of contest winners elsewhere in the issue.

This month Perry Droast continues with his series on preparing your plan for success. If you've had questions about writing for newsletters, Meryl Evans sheds light and shares tips from her years of experience in the business. As an Online Marketing Director, Brian Farrell offers steps to begin an online marketing strategy for your freelance business. Now that you've completed Frauke Nonnenmacher's tutorial series on building a professional web page, you'll want to protect your web page code from pirates. Nancy Pickering shows you how. For a refreshing change of scenery Connie Hein takes you antiquing in the Colorado Rockies. In our "World of Graphic Design" feature Mike Klassen encourages fellow designers to forge ahead and expand their skills beyond the basics. He reveals the results of his experiments with new avenues of design.

Anyone who would like to have his web page listed in the Networking section of Freebird's web site's "Favorite Links" should send his information to mail@freebird-zine.com. Links in Networking will allow others to find you, i.e. If you are a copywriter and need graphic design help with a project, you'll find design partners under Networking and vice versa.

Maria Thompson

The (Sometimes) Rocky Road to Success

Chapter 8 - Plan for Success: Part 2

Writing Your Own Success Story

By Perry Droast

Does the prospect of developing your business plan cause you anxiety? You aren't alone. Many business owners avoid the task completely; others pay someone else to do it. Defining the key elements needed to build your business plan can help make writing your "Plan for Success" an exciting process. Find the answers to a few simple questions and you will have the outline for your business plan. Then add some details and you're on the way to writing your own success story.

Your business plan can be simple or complex. It's up to you. John Clausen, author of *Too Lazy to Work, Too Nervous to Steal-How to Have a Great Life as a Freelance Writer*, states the real purpose of a business plan is to answer the four following questions.

1. What do I want?
2. What do I have to offer?
3. Who would buy what I have to offer?
4. How do I reach the people who want to buy what I have to offer?

Work through these questions and you will have the framework of your business plan. Subscribe to www.freebird-zine.com and download "The Freelance Writer's Marketing Plan" as a free gift for signing up. The worksheets contained in this e-book can help you find your answers.

What do I want?

1. Define how your writing business should look in five years. Put revenue goals at the top of the list and don't sell yourself short. If you want to earn \$500k or more by then, write it down. Break revenue into yearly goals. Your first year goal might be \$30K since you are just starting out. The second year goal could be \$60K. Double it again in the third year to \$120K. The next two years might be \$150K for a total of \$510K. Set monthly goals,

weekly goals and daily goals. The breakdown into smaller goals will make the task of earning \$500K seem less daunting. Now you know exactly how much money you need to generate on a daily basis to achieve your five-year plan. Remember to take into account your weekends, holidays, and vacations.

2. Decide on the fee schedule for your business. Set your rates so you can figure out how many sales letters, brochures, and other literature you need to write to make your revenue goal. Bob Bly suggests a range of rates in his classic book *The Copywriter's Handbook*. Peter Bowerman discusses rates in-depth in chapter nine of *The Well-Fed Writer*. Writersmarket.com is also a good source of information on fees charged by freelance writers as well as lots of other useful information.

3. What else do you want? How about an office in the mountains or at the seashore? A three-day workweek or to work six hours a day so you can spend more time with your family? Do you want to be debt free? Think about what you'd like to achieve and work each item into your plan.

The act of defining your goals and creating a plan to achieve them is a cathartic experience. It frees your mind to focus on the creative side of your writing business.

What do I have to offer?

Catalog your writing skills. Ask yourself: What type of writing have I done? List companies you have worked for and your job experience. Did your jobs involve writing? Do you have any special or unique skills or knowledge from your previous career?

Define your niche. The lead article in Freebird issue 5 "Discover the Obvious: Your Copywriting Niche" offers suggestions on how to define your writing interests. The author, Brenda Johnson, recommends looking for a special niche or target market where you can write with power, passion, and knowledge. Include all of the types of writing you do well. Make a list of the types of writing you intend to become better at. If you think you can sell a particular type of writing, add it to your list of services.

Put together a portfolio of writing samples. Use your portfolio to showcase your writing skills for prospective clients. If you have graphic design skills, add them to your list of skills. Graphics design goes hand in hand with your copywriting skills.

Who would buy what I have to offer?

Build a target client list. Go through the direct mail sales packages you have received in the last six months. Decide which ones interest you. Use the return addresses to start your prospective client list. This may take a little investigative work, but it's worth the effort to track down the company behind the sales literature.

Break your list into three categories. First list large direct mailers. Then make a list of smaller national companies and regional companies that fit your targeted services. Finally make a list of local businesses that you feel are good prospects.

Leverage your skills to get your foot in the door. Market yourself to companies where your knowledge will be relevant and useful. If you are an electrical engineer you might want to target the thousands of companies in the electronic and electrical products arena. As an electrical engineer you speak their language. Convincing them you can write effective sales copy promoting their products will prove easier than if you had no background in their field. If you have hobbies or other interests such as health and nutrition, then add those types of companies to your list.

Get a business-to-business Yellow Page directory from your telephone company. Your library may have one you can use. Your local Chamber of Commerce is another source of names to add to your target list. It is standard practice for a Chamber of Commerce to list a directory of members in the information packet they hand out to tourists and newcomers. You should be able to build a substantial list of local and regional businesses that may need commercial writing services—enough companies to market to for the next several months.

How do I reach the people who want to buy what I have to offer?

This is really the key element that determines your odds of success. If you don't reach out and sell yourself and your services all the other steps you have taken will come to naught. You must build your marketing plan and stick to it.

Define your promotional strategies.

- Website (See "Begin Your Online Marketing- Step by Step" in this issue).
- Use cold calling and direct mail to contact prospects
- Join the Kiwanis or Rotary Club, Chamber of Commerce or other local business associations.
- Research your local competition. Find out how they market their services.

Spell out how many cold calls a week you plan to make to kick-start your business. If you can't bear to do cold calling using the telephone then walk into businesses and offer your writing services to the owner or manager in person. Tell everyone you know what you are doing. Referrals come from unlikely places sometimes.

Many successful commercial writers say that networking is one of the best ways to find new clients.

Market your list. In chapter three of *The Well Fed Writer: Back for Seconds* Peter Bowerman suggests you use a website to promote your business. The first paragraph of chapter three is quoted here. "'I've got an online portfolio. Give me your email address and I'll send you the link.' Two short sentences that not only represent a dramatic simplification of your marketing efforts, but enhance your legitimacy in the eyes of your clients and prospects."

You will need to get the prospect on the phone to get their email address. So practice your cold calling script, get on the phone, and start prospecting. Set up a tracking system for easy and accurate follow-ups. Marketing is about building relationships and trust with people. It may take several brief conversations before clients are ready to do business.

Spend time each month networking with other business owners and managers. Some good ways to do this include: Chamber of Commerce mixers, volunteering at local charity benefits, join the downtown marketing association, if your town has one.

Armed with your specific business plan, you can direct your efforts and be well on your way to writing your own success story.

Note: This article is the second in a series. In the next article we'll help you to put the finishing touches on your business plan.

Contact Perry Droast at: pd@droastcopywriting.com

Begin Your Online Marketing – Step by Step

By Brian J. Farrell

Successful online marketing is challenging. There are hundreds, if not thousands, of websites, e-books, real books and newsletters vying to get you to part with your hard earned money and teach you how to market online.

Since basic marketing principles that apply offline also apply online (with some subtle differences), save some money and buy yourself a good college textbook or two on marketing. Take notes as you read the books and keep them on your desk for handy reference.

Build a website

Countless businesses don't have a website. If you've got a phone number, you need a website. And your website name is likely to be easier to remember than your phone number. It's also easier to update and is always open for business. The language of the Internet, HTML, is fairly easy to learn and is not too technical. Don't want to learn code? Hire a designer. You'll only need to spend a few hundred dollars to get a basic site up and running.

At minimum, you'll need:

1. A home page, listing your services
2. A "contact us" page
3. Your portfolio samples
4. An e-mail address with your domain name (You want clients to take you seriously. E-mail addresses like @ hotmail and @ yahoo cry out "unprofessional"— don't use them.)

The design of your website should be geared towards the market you are trying to serve – official looking for the corporate crowd, a little more friendly for the local community, and even more personality when going after non-profits. Expand and add content as needed.

Whether you are setting up a new website or already have one, review the following:

1. What is your website's main purpose? Is it to gather leads? Showcase your work? Write out a few sentences describing your purpose so you'll stay focused.
2. Did you plan the design of your website into logical sections? Use pencil and paper to draw a layout. One good rule of thumb is to make no single web page more than three layers deep from the homepage. Avoid using frames (a method of dividing the web page into separate sections, each of which is really a different web page. Division by frames is not advantageous because search engines typically cannot find all the frames, and thus only list a part of your website). Learn to build tables (an improved way to section off your website, arranging your data in rows and columns, much like a spreadsheet) instead.
3. Is your HTML code search engine friendly? We all know content rules on the Internet, but search engines also look for the following:
 - a. A short, but descriptive title for each page. "Contact MyWebsite.com, the copywriting specialists" is better than "Contact Us".
 - b. Use of H1, H2 and H3 headline tags. These tags, with H1 being the largest and H6 being the smallest, are like headlines in direct mail copywriting. They tell the search engine the text surrounded by these tags is important, ranked by size.
 - c. Use of Meta descriptions and Meta keywords (keep both to around 250 characters, including punctuation and spaces). Meta is a computer science word that means "about". It tells the search engine what to expect on your website.
 - d. Generous, but conversational use of your keywords and key phrases throughout your body copy. Never try to trick a search engine with keyword stuffing (a method where you needlessly place your search terms or search phrases throughout your website without any relevance to the content)!

Test with text based advertising

Your copywriting clients are going to test out your copy, so why shouldn't you test the way you get clients? The most cost effective way is to test with text-based advertising. Fire up your browser, open up Google and search for any term you'd like. See a bunch of boxes to the right side of your browser window? Those are examples of text-based advertising. Set up an account at Google or at any of the other leading pay per click search engines and test market your website's main purpose. You don't need to spend a lot of money, just enough to get a decent set of results. Don't always shoot for the #1 position. Top 5 will be similar in results and cost less. Consider using a local search - you'll find clients within your service area.

Don't build or participate in a link farm

More and more search engines base part of their search result rankings on inbound links to your website. The more legitimate, relevant links pointing to your website, the higher your website will be ranked. Too many newbie's think listing on a link farm (a page filled with hundreds, even thousands, of irrelevant links) is a good thing. A link farm to search engines is like the spam in your inbox. It

rarely works and only tells the search engines you don't know what you are doing. While you can't prevent people from linking to you, you can control where you attempt to get links. Find and get listed on relevant directories and benefit from real links.

Promote your website

There are many easy ways to promote your website. Tell your friends. Tell your family. Tell anyone who will listen why you have a website. Remember, your URL is easier to remember than a phone number. Imprint it on pens or pencils and 'leave' them at coffee shops, libraries, stores, etc. You can tack up your business card at grocery store bulletin boards; even get letters printed that stick to your car. Be creative and you'll be found.

What is your website telling your customers?

Just because information flows so freely doesn't mean you can cut corners. Would you visit a store whose sign was spelled wrong, had dirt on the floor and had associates who were unfriendly? Like a brick and mortar store, design your site with storefront appeal. Keep your website clutter free and make it easy to navigate. Constantly adding fresh content makes your visitors want to come back for more.

In part 2, we'll discuss more online marketing strategies.

About the Author: Brian J. Farrell is a director of online marketing for a nationally licensed mortgage firm by day and maintains several websites, including his online marketing consultancy at www.bfarrell.com, and his fishing search engine at www.outfishing.com. Brian is available for consultation on all aspects of online marketing and can be reached at brian@bfarrell.com or 732-735-9104.

Time Travel in the Colorado Rockies

By Connie Hein

For a unique travel experience, try traveling back in time – not as improbable a journey as you might imagine.

Step into Memory Lane Antiques, in downtown Windsor, Colorado. The penetrating smell of old wood, leather and furniture oil magically transports you to another era. Meticulously restored century-old treasures are polished to perfection. Dressers, beds and massive, intricately carved wardrobes shine with a fresh luster, as they did long ago.

Many early Windsor settlers were Germans - successful farmers, but very conservative, frugal people. As a result, most of the antiques from the Windsor area are practical and often work related. When antique shopping in Windsor, you'll gain not only an appreciation for the German-style antique furnishings, but also a curiosity about the people who owned them.

That's just the sort of background information the owners of Memory Lane Antiques love to provide buyers of their antique furniture. On each one-of-a-kind piece, you will find a card with information about the city where it was purchased, whether or not the hardware is original and the year it was made. You'll enjoy reading the cards, perhaps picturing the 1905 home in Iowa from which the quarter-sawn oak buffet traveled hundreds of miles to Windsor; or examining the original hardware on an antique buffet, worn from years of being gently pulled out to get the silver for a family's Thanksgiving dinner. Each piece in the 3000 square foot shop, has a character – and a history – all its own.

Jog slightly to the east of Memory Lane Antiques and you'll see a large, formidable building, built in 1914 as church, now Village Chapel Antiques. The balconies which once served as extra seating are now filled with old toys, dolls and other childhood remnants. The toys don't blink, have battery operated engines or voice boxes. The tin cars go fast only in a child's imagination. The dolls talk only in a little girl's dreams and the lettering on wooden blocks and games has been rubbed off through many years of play.

A huge room once used as the sanctuary is filled with furniture, books, dishes and other household items from decades ago. Here you might find a piece or two of grandmother's china in a deeper shade of cream than is used in modern china patterns. The flowers painted on the iridescent pieces are like nosegays carefully pinned in place on a lace bodice. As you move through the room, an old hand saw and sander, look as if grandpa used them only yesterday to build the beautiful oak dresser for great Aunt Emily's wedding gift.



Memory Lane Antiques



The Porter House Bed and Breakfast

Village Chapel Antiques is home to a prized collection of antique musical boxes – not to be confused with the more traditional music boxes. The delicately carved wooden pieces are becoming extremely rare. Most were made in Germany between 1870 and 1905. The boxes play unmistakable bell-toned music on large round, metal discs. In 1910 musical boxes became obsolete, when Edison invented the phonograph, enabling people to record and listen to the human voice and musical instruments. The original musical boxes range in price from \$1,300.00 - \$10,000.00, depending on size, age, and manufacturer.

And where would a weary, traveler stay after a journey in time? The Porter House Bed and Breakfast, of course. The inviting gingerbread style Victorian was built in 1898 by Windsor's first surgeon, Dr. Porter. Nestled in Windsor's Cache La Poudre River Valley, the home rewards you with spectacular views of the Rocky Mountains to the west, and rich, golden prairies to the east.

Five owners and ninety-five years after Dr. Porter's home was built, extensive renovations transformed the dwelling into Windsor's only B&B. Four beautifully furnished guestrooms, each with a private bath has a personality all its own. The front

bedroom, known as the Turret Room, has a small balcony to watch the Main Street's activities. The Hobbit Room in the back has a cozy window seat looking out onto a splendid garden with fishponds and waterfalls. Each morning Chef Mark Schmittling serves a full breakfast featuring specialties like eggs benedict and omelets. A conference facility, once the carriage house, is a perfect setting for events of all kinds, including weddings and reunions.

But, don't think that just because you are now rested and well fed, your travels into another era must come to an end. Chances are you'll no longer be satisfied to visit only well-advertised tourist attractions - not after you've time-traveled. With many small towns brimming with charm and history along the Front Range, your journey back through time need not end so quickly.

www.porterhouseinn.com www.windsorchamber.net

Protecting Your HTML Web Page Code from Pirates

By Nancy A. Pickering

You've worked hard to create a web site for your business. Your site sings. It generates interest. It attracts clients. Congratulations!

Your web site visitors may not all come with the purest of intentions, however. Many web site visitors know right-clicking a mouse on a web page graphic displays a popup menu. Anyone can "Save picture as," among other choices. Those visitors also know they can select, drag, and copy content from a browser window, then paste and save it in a separate file.

Did you know the Internet Explorer Help file tells you how to do this? Does that make you nervous? Would you like better protection for your intellectual property your copyrighted web page text and graphics?

Good news! You can use two non-javascript pieces of code to deter pirates.

But why make a distinction between javascript solutions and non-javascript solutions?

Like others, you may turn off javascript capability for security reasons, for preventing those annoying popup ads, or because you don't like to get "script error" messages while surfing. The following pieces of HTML code don't use javascript.

But the HTML code discussed below isn't foolproof. It deters the casual surfer, but it doesn't totally thwart enterprising pirates. In the case of text, anyone can still copy it, if they're willing to extract the text from a copy of your entire page of code. All they have to do is click "Source" from the View menu in Internet Explorer (95.4 percent of Internet surfers use various versions and platforms of Internet Explorer) to bring up a text editor like Notepad with the code loaded. If pirates are determined to steal and use your text this way, they'll have to take the time to save the page to their hard drive and strip out all the HTML code first. As for your graphics, some graphics programs allow you to add copyright information to your graphics in the form of a digital watermark. Determined pirates have at least one simple trick to overcome copyrighted graphics—screen-capture software. But they'll still have to crop or trim anything of yours they copy.

If you use Mozilla, Netscape, or Opera to browse the Internet (the top three browsers used by the other 4.6 percent of surfers), your results when using this code may differ. For example, you can stop the popup menu for graphics when using Netscape 7.0, but not the selecting and copying of text.

Add HTML code to prevent visitors from copying your text or graphics

The Code

Step One – The Head Section

The first place to add code is in the <head> </head> section at the top of your page. Add a line designed to prevent a small "image toolbar" from appearing specifically in the Internet Explorer 6

browser, when a visitor passes a mouse over a graphic. The toolbar allows a visitor to save, print, send an email, or open a folder and makes it all too easy to steal your image. To disable the toolbar for all the images on the page, insert the following line anywhere between your opening and closing head tags:

```
<META HTTP-EQUIV="imagetoolbar"
CONTENT="no" >
```

Step Two – The Body Tag

You remember the opening body tag is very near the top of the code in your web page, just after the closing head tag. If you haven't specified special instructions, the body tag simply looks like this:

```
<body>
```

Add further instructions to the opening tag between the angle brackets. If you add a background color or margin setting, your body tag now looks something like this:

```
<body bgcolor="white" topmargin="0" marginheight="0">
```

To prevent a visitor from right-clicking to use a popup menu on your page, or dragging or selecting text they can paste elsewhere, add this code appearing after the "marginheight" section of the tag (or anywhere after the word "body"). Be sure to observe spaces and punctuation exactly as shown. The whole tag now looks like this:

```
<body bgcolor="white" topmargin="0" marginheight="0" oncontextmenu="return false"
ondragstart="return false" onselectstart="return false">
```

That's all there is to it! Casual surfers can't easily copy your graphics or your text.

Author's note: Although this HTML code to prevent pirating of your web copy has been tested successfully on several operating systems with several different browsers, it's still a good idea to test, test, test, to verify everything works as intended. As browsers and operating systems continue to evolve, this code eventually may become obsolete.

About the author: Nancy A. Pickering is a senior technical writer based in Minneapolis, Minnesota, specializing in printed and online user education materials for custom software, . She is the web master for a professional musician's web site, at www.stevemillaranddiamondhead.com. Nancy is enrolled in the AWAI Copywriting course and plans to complete the Graphic Design course as was well.

Tool Box

Pluck – Your 24-7 Online Assistant

Online research just got easier with Pluck. If you are gathering information to write an article, a direct mail package, a newsletter or if you're searching for headlines or content to feature on your web site, you need Pluck.

Pluck was awarded CNET Editor's Choice award for its ease-of use, flexibility and tight browser integration. The slick plug-in consists of four integrated applications: An RSS (Really Simple Syndication) Reader, Power Search & Perch, Bookmark synchronization, sharing and a customizable start page. Don't worry, if you don't completely understand the applications. They work! And Pluck runs in one IE browser window.

With Pluck's Power Search and Perch (persistent search) application you can set up Perches for specific subjects. Suppose you want to research marketing for small business. Create a Perch "Small Business Marketing". Pluck will perform an immediate search and present results. And a persistent search will continue, while you work on other tasks. Pluck is like having an assistant monitoring your designated Searches 27-7. Pluck alerts you the moment new information is located. You can save the information or Web bookmarks into an online folder, email or incorporate the new information in your web page.

Download Pluck at: www.pluck.com and turn your Internet browser into a command center.

Newsletters: Another Source of Income & Publicity

By Meryl K. Evans

Consider finding a regular gig writing articles for newsletters. The skills you learn from AWAI courses are easily transferable to writing newsletter articles, another potential area for income. Plus, your articles are added publicity for your business. Each step takes you closer to that six-figure income.

Before you go a-hunting for newsletter gigs and become an editor's favorite writer, it's important to understand a company's target audience and exactly how companies benefit from distributing newsletters.

The advantage of newsletters is they go to people (push). People don't have to go to a newsletter (pull) as they do when they visit a web site.

Newsletters are focused communications that deliver a message for a business. If the newsletter's message produces tangible results, both the writer's image and the business's image benefit.

Depending on the purpose of the newsletter, the message can build customer loyalty, introduce new products, and lend credibility to the business. A newsletter must cater to the reader's interests, provide value to the reader and establish the company/business as an expert in their field. A newsletter sent regularly shows stability and builds trust with readers. When a newsletter builds good will and helps boost sales, the sender will continue to devote time and the expense to deliver his message and you as the writer, will be called again to write other articles for the publication.

Free Publicity

Whether you contribute to a newsletter for free or a fee, getting a byline is great publicity, especially when you include a bio with contact information. The more articles you have online, the better the chance your name will be seen by other potential clients, and the more your name will come up when searched.

If the readers like and benefit from your story, then they're more likely to check out your byline and contact you.

Deliver the goods

Effective articles for a *business* audience provide information that help readers in their everyday professional lives: solve problems they face; stay on top of industry trends; or save research time.

When targeting a *consumer* audience, touch the hearts and minds of the reader. A valuable article is one focused on a topic that enhances the reader's life; gives a new perspective or educates and is compelling.

Be sure you know whether you are targeting a *business* or *consumer* audience. Then remember that a high-quality article provides information relevant to the reader and speaks with integrity. Follow the rules you've learned in your AWAI course such as avoiding double-talk, write attention-grabbing headlines and do the research.

Win the Business

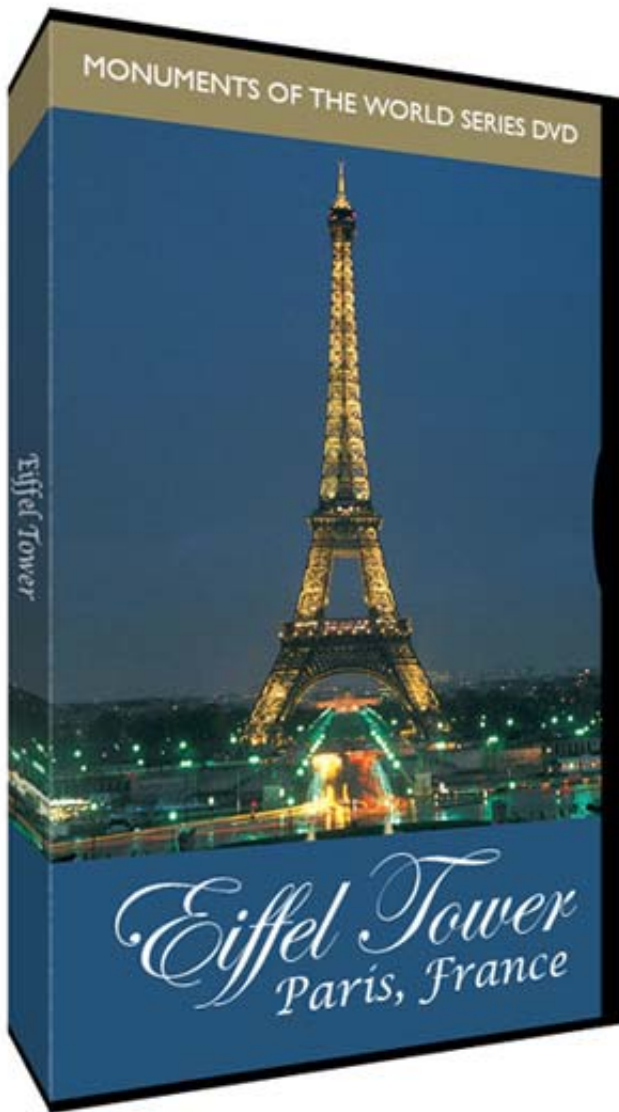
As long as you become familiar with the newsletter before the query and have good communication with the editor, you should be set to write an article for a newsletter. Once you land the assignment, read the publication, know the audience, know the product and ensure you cover something useful to the reader.

Write well. Knock 'em out. Make money!

About the Author:

Meryl K. Evans, Content Maven, is a writer and editor. She is editor of eNewsletter Journal, Shavlik's The Remediator Security Digest, and Professional Services Journal. She is a MarketingProfs columnist and the Web Design Reference Guide @ InformIT. Visit her site at meryl.net.

The World of Graphic Design



About The Designer: Mike Klassen is a graphic designer and writer. His company, Klassen Communications, located in Everett, WA offers one-stop design and writing solutions. Mike attended AWAI's Graphic Design Boot Camp in October and is currently finishing the *Graphic Design Success* course. His design and writing work for local Bellevue Community College led to teaching a quarterly Marketing Communications course. Mike's designs and articles have been published in *Freebird*. He is a member of the Everett Chamber of Commerce, Business Network International and Everett Rotary Club. To see Mike's designs visit: design.mikeklassen.com.

Consider expanding your horizons in graphic design with DVD covers. Step into a Paris evening as Mike Klassen captures the magic of the Eiffel Tower lighting the night sky.

Chat with the Designer: Beginning designers will be inspired by Mike's design. We talked with Mike about growing beyond the basics of *Graphic Design Success*. He had this advice for fellow students.

Once you finish the Graphic Design Success course, it's a good idea to immediately explore ways to expand your design skills. Here's one idea to consider. Both print and online ads for books and DVDs often feature a 3D book cover or DVD box. Even the "download-only" books and videos will often feature a 3D design to help customers picture the product. I followed a Photoshop tutorial to create the DVD box for my Eiffel Tower design. Once you get the hang of it, you can create DVD boxes in about an hour. Adding this technique to your bag of tricks, and the related technique of designing 3D book covers, can open up new direct market design opportunities for you.

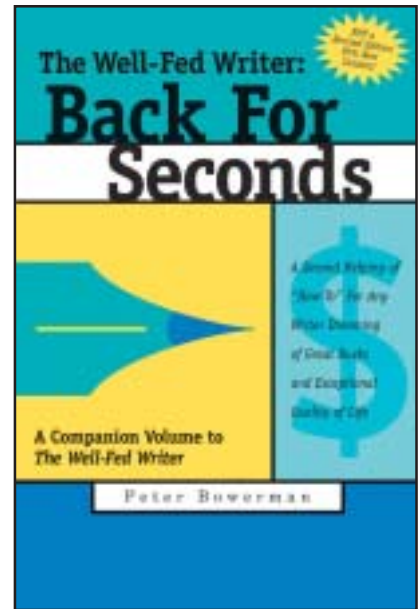
Self Marketing Challenge Contest

In the Winner's Circle

Congratulations to all the Freebird readers who entered our self-marketing contest! You're all winners in our minds, and choosing the two for our prizes was just plain hard. We read the entries at least a dozen times – on screen, out loud, on our feet, at the gym, on our yoga mat, in the shower... well, just about everywhere we went for the last few days.

Each entry had a unique approach and attitude, and that's what we like to see in creative marketing – tag lines and commercials that present the personality and flavor of the business as well as the product.

Some of our entries were tag lines or commercials only. Some were tag lines and commercials. In the end, because the competition was fierce, we decided to pick a "best of show" in each category. The winners are:



Best 30-second Commercial

Winner: Chris Wondra

"Hi. My name is Chris Wondra. Let me introduce my alter ego, SAM – Strategic Acceleration Marketing. SAM turns ordinary realtors into mini-celebrities who work less but attract more listings by positioning them as top real estate experts. SAM writes mind-grabbing newsletters IN YOUR NAME, drives business to local merchants IN YOUR NAME and provides unexpected 'extra mile' service to your clients IN YOUR NAME.

I am SAM and I'll make you famous."

Best Tagline

Winner: Penny Warner

"Write4U - - Powerful, Professional Promotions."

Great Job, Chris and Penny! We hope you enjoy your prizes. Keep on writing and refining new commercials and taglines as your businesses grow! Autographed copies of Peter Bowerman's, The Well-Fed Writer-Back for Seconds are on the way to Chris and Penny's mailboxes.

In the next issue of *Freebird* we'll continue with the next Chapter of your *Plan for Success* and Part two about Online Marketing Strategies. We'll take you on a visit to sunny Cancun. Chris Wondra will tell you *How To Get Clients If You Are a 'Cold Call Chicken'*. We'll show you a tool to make your email marketing campaign a breeze and Nancy Pickering will explain how to *Protect Your Email*. Don't miss the November issue. Sign-up on the Freebird Opt-In Subscriber List at www.freebird-zine.com

Coming soon: Disobey Your Mama and other tips about business.