

# A WRITER FOR ALL REASONS

## WRITER FOR ALL REASONS

Divergent talents, consistent results.



(346) 242-8742

White Papers • Case Studies • Policies  
Procedures • Handbooks • Presentations  
Knowledge Assets  
On-Site Writing Instruction

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## A WRITER FOR ALL REASONS

I decided to start a little writing business – **A Writer for All Reasons** – as a transition to my final career: providing high quality written material for start-ups, small businesses, non-profit organizations, and educational institutions. I can help businesses and organizations that may not have the time, staff, resources, or experience to meet the knowledge management, information, and communication challenges they face today.

I have been a writer, in one capacity or another, for more than 40 years. During that time, I have also been (chronological order) an army officer, documentation specialist, photographer, teacher, instructional technologist, truck driver, assistant principal, principal, and school district superintendent.

I have two Bachelor's degrees, one in History, the other in Political Science, a Master's degree in Education, and a Doctorate in Educational Leadership and Policy Studies. I have done a lot of reading and writing along the way.

In my various incarnations as a writer, I have learned to use: six versions of WordPerfect, ten versions of Word, several iterations of PowerPoint, Publisher, Excel, Access, Adobe Acrobat, Photoshop, Illustrator, PageMaker, FrontPage, SPSS, and NVivo. I have used both PC and Mac.

I am an accomplished writer, an impeccable researcher, a voracious reader, and now, I would like to put my talents, skills, and abilities to work for you.

Here is what I can write for you:



## A WRITER FOR ALL REASONS

It has been my experience that many start-up companies, small businesses, and other organizations never think they will need a writer... until they need one.

I produce effective, high-quality, and well-written material for start-up companies, small businesses, non-profit organizations, and educational institutions.

When you find your organization in need of a creative and versatile writer who can:

- craft white papers that inform, explain, or offer a solution – and bolster your marketing efforts;
- write case-studies that share the real experiences of your customers – and serve as enthusiastic endorsements of your product or service;
- develop web content such as: e-newsletters, blogs, or articles – that will improve your website's SEO and increase site traffic; or
- draft policies, procedures, job descriptions, or employee training manuals – that support your operational, logistical, technical, HR, and knowledge management systems, you need to contact **A Writer for All Reasons**.

I have been a creative and versatile writer, who can produce persuasive, compelling, and informative written material – that gets results – for more than 40 years. Let me be your writer...when you need one.

## A WRITER FOR ALL REASONS

**Divergent talents, consistent results.**

[www.awriterforallreasons.com](http://www.awriterforallreasons.com)

**Do you need to get something in writing?**