

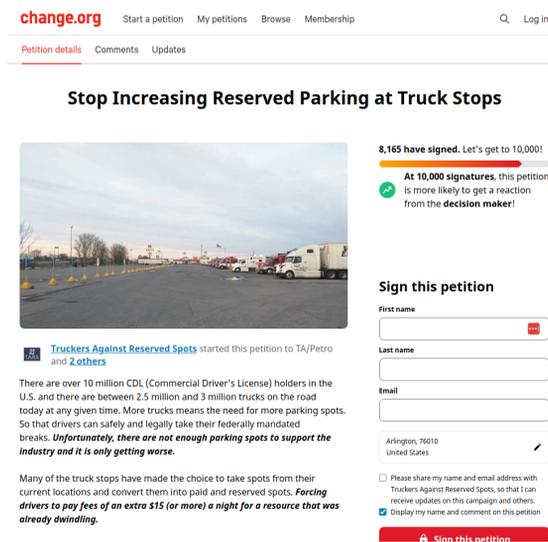
# Copywrite & Email Marketing

Welcome to my collection of copywriting samples. As an experienced and skilled writer, I have a passion for creating engaging and effective copy that captures the attention of audiences and delivers results.

In this document, you will find a variety of examples that showcase my range of writing styles and capabilities. From persuasive sales copy to informative and educational content, I have the ability to adapt my writing to meet the unique needs and requirements of each project. I hope that these samples will provide you with a sense of my talents and the value that I can bring to your company or business.

Don't be afraid to ask for custom examples and thank you for considering me for your copywriting needs.

## Sample 1 (Action copy written for a trucking advocacy group):



The screenshot shows a Change.org petition page. At the top, the Change.org logo is on the left, and navigation links for 'Start a petition', 'My petitions', 'Browse', and 'Membership' are on the right. Below the navigation is a search bar and a 'Log in' link. The main heading of the petition is 'Stop Increasing Reserved Parking at Truck Stops'. To the left of the text is a photograph of a truck stop with several semi-trucks parked. To the right of the text is a progress bar showing '8,165 have signed' and a goal of '10,000 signatures'. Below the progress bar is a 'Sign this petition' section with input fields for 'First name', 'Last name', and 'Email'. There are also checkboxes for 'Please share my name and email address with Truckers Against Reserved Spots, so that I can receive updates on this campaign and others' and 'Display my name and comments on this petition'. A red 'Sign this petition' button is at the bottom right.

Link to original post: <https://www.change.org/p/ta-petro-pilot-flying-j-stop-increasing-reserved-parking-at-truck-stops>

There are over 10 million CDL (Commercial Driver's License) holders in the U.S. and there are between 2.5 million and 3 million trucks on the road today at any given time. More trucks means the need for more parking spots. So that drivers can safely and legally take their federally mandated breaks. **Unfortunately, there are not enough parking spots to support the industry and it is only getting worse.**

Many of the truck stops have made the choice to take spots from their current locations and convert them into paid and reserved spots. **Forcing drivers to pay fees of an extra \$15 (or more) a night for a resource that was already dwindling.**

That means that a driver will be spending on average an extra (for a six day work week):

- \$90 a week
- \$360 a month
- \$4320 a year

**And the national per diem hasn't been changed to compensate the driver for such an increase of cost.**

Recently, these same truck stops have made the decision to designate a larger amount of spots from conventional to paid and reserved spots. Taking the amount of paid spots from perhaps 5% to in many cases almost 30% or more of the lot.

***This is simply unacceptable.***

## [Q&A]

### **What does this mean for the average person?**

With the increase of fuel prices and regulations, logistics industries often have to raise their prices to move freight. Now, truck stops have made the decision to add another dollar to these prices to increase their own profit. Essentially, solely making a choice that impacts everything from the cost of toilet paper to the cost of rent.

### **Why doesn't a truck driver park somewhere else?**

Almost everywhere a truck driver goes there are signs telling him or her that they cannot park there. The exceptions to this rule are; truck stops, rest areas, and some shipper/receivers (as long as you have the documentation to legally be on property with their freight). This means that there are too many trucks on the road and not enough spots.

### **Why doesn't the truck driver just pay the \$90 a week?**

Drivers are getting paid less and less every year. According to Glassdoor.com, the national average salary for a truck driver is \$43,464 in the United States. Yet, the costs to run a truck has only increased every year. This means that unlike many other industries, the trucking industry is not adjusting for inflation.

Here is a good example of this:

"Pay for truck operators has failed to keep up with inflation since 1980, effectively slashing truckers' wages by nearly a third, according to analyst Gordon Klemp, president of the National Transportation Institute.

Klemp, who spoke Feb. 26 on a conference call with investors and reporters, said truckers wages averaged \$38,618 annually in 1980. If adjusted to 2015 dollars, that would be over \$111,000 a year, Klemp said." - [overdriveonline.com](#)

## [Solution]

There are a few possible solutions to this problem;

1. The easiest being that the truck stops stop increasing the amount of reserved truck spots
2. Instead of the truck stops scalping the current amount of spots, adding new adjacent lots with reserved options
3. Build more truck stops, parking areas, and rest areas to fill the demand
4. Have better promotional options for reserved spots. Example: Get free reserved parking credit if buying over 60 gallons of diesel
5. Truck stop companies themselves should encourage and lobby the government to increase the per diem to compensate for the price increase

## [What signing this means]

That you agree with all the above statements and want the trucking industry to survive in a prosperous, ethical manner.

***Note: If you are a driver signing this, this also means that you agree to boycott spending the money on reserved spots and avoid these truck stops as much as possible until the issue is resolved.***

## [Note from petition creator]

Please do not hesitate to post your questions, comments and personal stories regarding this manner. If you have any suggestions please email us at [tarsmovement@gmail.com](mailto:tarsmovement@gmail.com). And don't forget to boost the signal by reposting this on social media.

---

## Sample 2 (Promotional copy written for JC Handcrafted Jewelry):



***Introducing the finest collection of jewelry for any gender – elegantly designed, expertly crafted, and absolutely breathtaking.***

At JC Handcrafted Jewelry, we understand the need to sparkle. Our jewelry is more than just a collection of polished stones and lustrous metals – it is a reflection of your inner power and a statement of your personal style. Each piece is carefully designed to inspire confidence and radiate elevated taste, making you the center of attention wherever you go.

But don't just take our word for it. Experience the quality and craftsmanship of JC Handcrafted Jewelry for yourself with our stunning selection of rings, earrings, necklaces, and bracelets. From classic and timeless designs to bold and contemporary styles that will make all your friends jealous, we have something to suit every taste and occasion.

And because we believe that everyone deserves to feel their best, we use only the highest quality materials in our jewelry. Our diamonds are ethically sourced and carefully cut to maximize their fire and brilliance. Our gold and silver are refined to the purest standards, ensuring a lustrous finish and lasting durability.

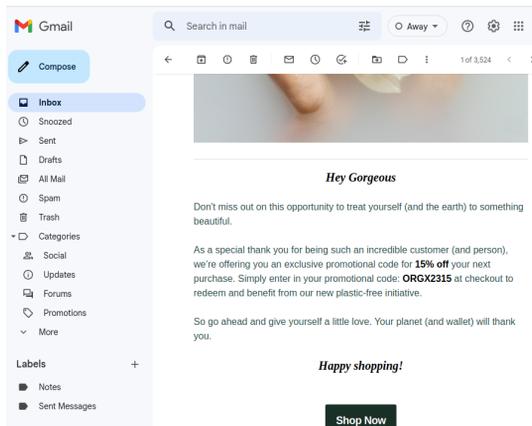
But the real beauty of JC Handcrafted Jewelry is in the details. Our skilled artisans use traditional techniques to create each piece by hand, ensuring that every curve, every setting, and every gemstone is placed with precision and care. The result is jewelry that is not only beautiful, but works of art made to last a lifetime.

***So why wait?***

Indulge in the luxury of JC Handcrafted Jewelry and treat yourself to the finest jewelry that money can buy. Browse our collection today and discover the perfect piece to elevate your style.

***You deserve it and more.***

## Sample 3 (Email promotional copy written for a small cosmetics company):



Hey Gorgeous,

Don't miss out on this opportunity to treat yourself (and the earth) to something beautiful.

As a special thank you for being such an incredible customer (and person), we're offering you an exclusive promotional code for **15% off** your next purchase. Simply enter in your promotional code: **ORGX2315** at checkout to redeem and benefit from our new plastic-free initiative.

So go ahead and give yourself a little love. Your planet (and wallet) will thank you.

Happy shopping!

### Sample 4 (Digital short-form copy to be used in infographic campaign):



*Gen Z: Connecting with and retaining your youngest employees*

#### 1.) Listen

When employees feel like their opinions and ideas are valued, they are more likely to be productive and passionate about the company.

#### 2.) Community

When an organization has a community that is connected, healthy, and content, there is a greater opportunity to reach a common goal.

#### 3.) Coaching

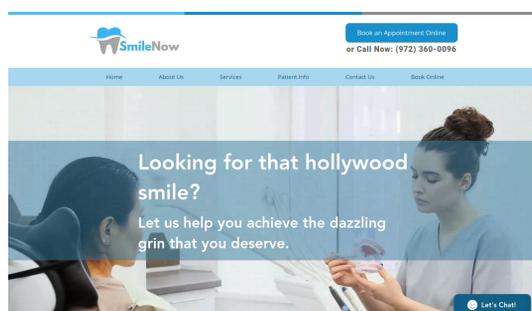
To ensure that employers are able to get the most out of their talents, organizations should focus on supporting employees through peer coaching and mentoring.

#### 4.) Gratitude

Employees who are recognized for their successes and shown their value to the organization feel more engaged and motivated to be productive.

Subscribe to our Newsletter

### Sample 5 (Digital and print copy written for a dental office):



**Looking for that Hollywood smile? Let us help you achieve the dazzling grin that you deserve.**

Are you tired of dealing with the hassles of your old dentist office? Are you ready for a fresh, modern, and convenient dental experience? Look no further than SmileNow, your new go-to dentist office in Dallas, Texas.

At SmileNow, we provide top-quality dental care in a friendly and welcoming environment. Our team of skilled dentists and dental hygienists are committed to helping you achieve and maintain excellent oral health.

Our state-of-the-art office is equipped with the latest technology and techniques to ensure that your visits are efficient and comfortable. We offer a full range of dental services, including cleanings, exams, x-rays, fillings, and more. We also provide cosmetic dentistry services, such as teeth whitening and veneers, to help you achieve the smile you've always wanted.

Convenience is a top priority at SmileNow. We offer flexible scheduling options, including evening and weekend appointments, to accommodate your busy schedule. We also accept most insurance plans and offer financing options to make your dental care affordable.

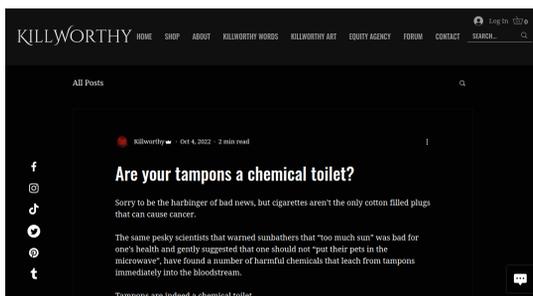
In addition to our high-quality services and convenient location, we pride ourselves on our commitment to patient satisfaction. Our friendly and knowledgeable staff are always happy to answer any questions you may have and help you feel at ease during your visit.

**Don't settle for a mediocre dental experience.**

**Choose SmileNow.**

Contact us today to schedule your appointment and start your journey to better oral health.

## Sample 6 (Blog post written for a company whose target audience is Gen Z):



Link to original post: <https://www.killworthy.org/post/are-your-tampons-a-chemical-toilet>

### Are your tampons a chemical toilet?

Sorry to be the harbinger of bad news, but cigarettes aren't the only cotton filled plugs that can cause cancer.

The same pesky scientists that warned sunbathers that "too much sun" was bad for one's health and gently suggested that one should not "put their pets in the microwave", have found a number of harmful chemicals that leech from tampons immediately into the bloodstream.

Tampons are indeed a chemical toilet.

Apparently, your soft squishy center is more absorbent than the tampon itself. In one study, for example, they found that the vagina was a viable orifice for antibiotic absorption. Who would have thunk it? Penicillin covered dildos anyone? No? Just me?

I digress, even with new tampon manufacturing methods, Dioxins are still found in cotton tampons. They cause super cancerous cumulative effects that the World Health Organization recognizes as "highly toxic". Yay!

When we aren't shoving this garbage into our bodies we are tossing it into our landfills and ocean. It is estimated that 20 billion tampons and pads are dumped into American landfills a year. This includes the plastic applicators, wrappers, and that infernal adhesive found on pads which somehow bonds with flesh better than eyelash glue.

We now know that plastics and other chemicals leech into the earth contaminating our groundwater and ecosystems. That is a fact. We also know that a lot of our trash ends up in the oceans through trash barges

and river run-off. Giant sections of the ocean have garbage patches where our trash performs the three Fs: floats, festers, and farts (releases toxins into the air). The biggest of these patches is the Great Pacific Garbage Patch which is larger than Texas. That is saying a lot, since everything is usually bigger in Texas.

Why does this matter? Well, because of the turtles!

If you are like me, you were traumatized by pictures of sea turtles strangled by those plastic soda rings and religiously cut those plastic soda rings into confetti to prevent nightmares. Well, what if I told you that baby turtles will eat pretty much anything. They are like adorable little Pacmen chomping away at anything that looks tasty. This includes tampons and it takes only 14 grams of plastic to murder a sweet little baby turtle.

Don't murder turtles (or yourself), use menstrual cups!

## Sample 7 (Digital short-form copy to be used in infographic campaign):



Adult autism is a condition that is often overlooked or misdiagnosed in adults, even though it can have a significant impact on a person's life. The following are some signs that you might want to seek a professional assessment.

### Common Signs

- Finding it hard to express feelings or emotions
- Feeling awkward or anxious about social interactions
- Taking or expressing everything in a literal way
- Feeling alarm or anxious when your routine has been changed
- Finding it hard to understand what other people are thinking or feeling

### Other Signs

- Avoiding eye contact
- Having focused interests or hobbies that seem like obsessions to others
- Not understanding social queues or rules
- Having sensory sensitivities
- Needing to create plans and routines

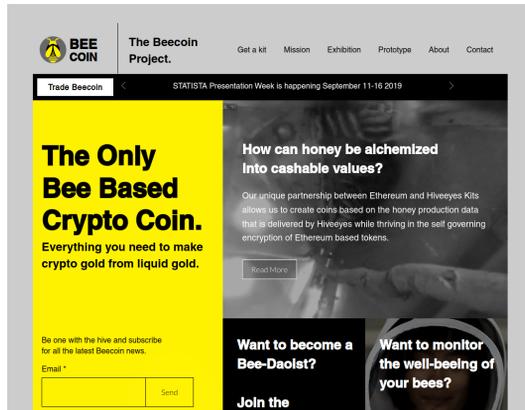
### Gender Signs

Studies show that women are less likely to be diagnosed with autism in their childhood because:

- They tend to be able to cope in social situations better
- They tend to internalize or mask their autism naturally
- They often show less physical signs such as; stimming or aggressive behaviors during meltdowns
- They are often more empathetically aware

Visit [autismspeaks.org](http://autismspeaks.org) or [autismsociety.org](http://autismsociety.org) for more information.

## Sample 8 (Copy written for a crypto coin and bee advocacy group):



***The Only Bee Based Crypto Coin: Everything you need to make crypto gold from liquid gold.***

*How can honey be alchemized into cashable values?*

Our unique partnership between Ethereum and Hiveeyes Kits allows us to create coins based on the honey production data that is delivered by Hiveeyes while thriving in the self governing encryption of Ethereum based tokens.

Be one with the hive and subscribe for all the latest Beecoin news.

***Our Mission: Leveraging healthy beekeeping by earning crypto tokens.***

*Bees uphold the ecosystems we depend on every day. We destroy their habitats, smothering them in pesticides that threaten entire colonies on a global scale.*

The Beecoin Project is an experiment in recoding the crypto community as an organization – one in which our relationship with bees is symbiotically reinforced and the relations of our shared environments reconfigured.

Open-source sensing kits generate data from bee hives and a crypto-economic system redefines the inherent value of reproduction within colonies.

This project invites anyone to become a vanguard beekeeper, DAOist shareholder or simply a curious supporter.

*The loss of bees is a phenomenon making its mark globally, particularly in North America and Europe.*

In North America, the loss of 30-40% of commercial honeybee colonies is tied to a syndrome called “colony collapse disorder”, while in Europe the loss of honeybee colonies since 1985 is estimated at 25%.

We want to create an incentive system that gives people another reason to make choices that benefit bees everywhere.

***Why bee-lieve us? The beecoin project is a project by artists, biologists, engineers, programmers and bees.***

The beecoin project was borne within STATISTA. STATISTA is a cooperative project between ZK/U, Center for Art and Urbanistics, and KW, Institute for Contemporary Art. Using its historical location – Haus der Statistik at Alexanderplatz in Berlin.

As part of The Beecoin Project the artist and beekeeper collective Moabees arranges visits to the beehives at Haus der Statistik.

*The beecoin project is funded by the Berlin Senate Office for Culture and Europe.*

**24 / 7 Updates on Social Media *Make a beeline and subscribe.***