

# Commitment

## Solid Writing

Clear, accurate communication that makes an impact – that's the main goal. You can depend on my technical and copywriting experience to deliver your message accurately, effectively, and persuasively to your target audience.

## Creativity

Of course, you might prefer something wild and wacky. If your project calls for the unconventional, I'll deliver that, too. I understand how people think and make decisions, and how to write to them in a way that addresses their wants and needs.

## Value

You get quality work at a price far lower than a large ad agency. I don't do everything they do, but you will get just what you need – copy that motivates your readers to take action.

## My Best Stuff

It's a promise. Good copywriting doesn't just happen. It takes research and thought. It requires understanding the reader and what is important to him or her; being able to persuasively answer that big question, *“What's In It For Me?”*

**SAMPLES**  
by  
John Gilger  
**(702) 301-3033**

## Freelance Copywriter

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# THE FREELANCE ADVANTAGE

**5 Good Reasons to  
“Outsource” Your  
Next Copywriting  
Project to John  
Gilger**

# Why Use a Freelance Copywriter?

## You Save Time and Energy...

and that means adding profit to your bottom line. Graphic designers often need to focus on the art and leave the writing to someone else. Technically savvy web designers sometimes need help writing good, clean marketing copy for the sites they create. Small business owners may not know how to write copy that sells, or may simply loathe writing. Whether your need is small or large, outsourcing to me will free you to do what you do best.

## Direct Response Copy Sells

When you need promotional materials, whether a sales letter, an ad, or website copy, you need salesmanship in print. Who is going to do it for you?

The tech writer in engineering?

Your secretary?

You need a pro who knows how to pique your prospect's interest, draw her into your product's story, and gently lead her to a close she can't resist.

You need a pro who can deliver motivated customers – whether they are hot leads for the sales staff or orders for the shipping department.

## I'm a No-hassle Professional

### You don't need to:

- Pay me a salary
- Keep me in an office
- Provide my family with health-care and retirement benefits, or
- Keep me around when you don't need my services.

### Instead, you get:

- Timely delivery
- Solid price estimates
- An up-front bid, and
- **No worries!**

Simply call or e-mail me an assignment, receive and agree to a quote, and behold the power of words to excite interest, boost sales, or professionally report your important data.

## I'm Flexible

You tell me who your audience is, and I write accordingly. I bring knowledge in a wide range of disciplines. Some of them might even be outside your box.

I will probably see your product in a different light and discover those additional benefits it provides.

## Outsourcing Pays

Don't let the pressure of your workload become overwhelming.

You can bring me in to complete projects on time or to take on extra projects that would have been impossible to complete without my expertise. This can lead to a healthier bottom line.

Quite frankly, I bring a combination of skill and experience to your business that very few companies need, or can afford, on a full-time basis.

When you need me, I am there – helping you grow your bottom line.

When the project is finished, I move on to other clients' work instead of hanging around and being a drag on your profits.

**Call (702) 301-3033 NOW to Schedule Your Copywriting Project!**