

*"When I use a word, it means just what I chose it to mean - neither more nor less." -Lewis Carroll*



*Silverman*  
freelance copy & creative

*(Are you getting your words' worth?)*



## It's Simple

There are folks who care what you do. You, in turn, care what they think. So you start a dialogue, an on-going conversation between you and your market. That's where I come in. I find the words and mold the concepts that keep the conversation alive, strengthening the relationships between you and your markets.

Client: Orvec USA

Project: Print Ad

### *Lower Cabin Pressure*

The man in 13B is on the last leg of an exhausting 12-day business trip. The single mother in 24C finally got her baby to sleep and could use a nap herself. Even at 32,000 feet there's pressure. Good thing there is Orvec. Nobody makes your cabin feel more like home. Wherever home may be.

Plush jacquard and fleece blankets, spunlace and airlaid pillowcases, sumptuously soft pillows, hot towels, headrest covers, tray mats, and table linens. Disposable or rotatable, nobody gives you more choices. Develop your own unique look and feel or let our in-house design team create one for you.



So while you can't leave life's little pressures on the ground, you can make them a bit easier to bear. With Orvec. To find out how comfortable your cabins can be with Orvec, give us a call. No pressure.

828.230.4730



## The Relationship

In the end, it's not about words and images at all. It's about building and nurturing relationships. That's marketing. It's why, despite the awards and recognition I've been fortunate to receive, the relationships are what I value most. Long-term trusting relationships that bring people together in pursuit of a common goal.

Client: Anderson Arts Council    Project: Capital Campaign Community Brochure/Kit

*"Once I saw only what has been, now I see what could be. Ideas I considered black and white now radiate with a million brilliant colors. Where once there was nothing, now there is life. We are artists, everyone."*

...Everyday, we create: accountant, electrician, grandmother. Our mediums of expression are as diverse as our backgrounds. Whether we work with our hands, our voices, or our hearts, we are creating. And if we could step back from the canvas and see what together we have made, we would marvel at our talents. Where once there was nothing, now there is a city. Through our artistry we have built a community - and given it life.





# Filling the gaps

Maybe you work with an agency but look to freelancers for special projects. Or perhaps you choose to team your in-house designers with an outside writer. Bottom line is: no matter how big, every marketing department has gaps. I fill them.

Wherever and whatever they are.

Client: Action Express Transportation

Project: Corporate Newsletter

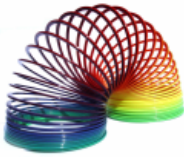
...Up in Seattle, Starbucks Coffee Company showed their good taste once again by choosing Action Express as their carrier for our region. As a bonus, we were also awarded the state of Utah, snagging it away from Motor Cargo. Both moves will give us stronger coverage of Seattle and the outlying areas.

Bigger, better, more comprehensive (not to mention better looking!) It's the new service guide. Coming soon to a terminal near you.

Thanks Nationsway: You hate to gloat at a time like this – Ah, what the heck! Thanks to NationsWay going out of business last quarter, we picked up a lot of new accounts. More than just serving these new accounts, we're growing them. Maybe that's why Nationsway went out of business. Just a theory.



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## Versatility

A great mechanic isn't valuable because he knows carburetors. He's valuable because he understands how engines work. Writers are the same. Master the dynamics of good communications and you can apply it to anything. *Print Ads, Direct Mail, Newsletters, Positioning Strategies, Case Studies, White Papers, TV/Video Scripts, Product Brochures, Capability Brochures, Product Launch, Brand Analysis...whatever.*

Client: Michelin Tires

Project: New Product Launch

The world's first modern, mass-produced, electrically-powered car. No engine. No valves. No transmission. No longer just a concept but a practical reality. One that required some of the most innovative thinking the auto industry had ever seen. So it's no surprise that when GM began assembling the team that would develop the EV1, one of the first companies they invited was Michelin, a company for whom breaking new ground has become second nature.

...The challenges presented a physical contradiction. Design a tire light enough to reduce the drain on the car's already-taxed batteries, yet strong enough to handle the 50psi pressure required to minimize its rolling resistance. Make the tire whisper-quiet, because without an engine there is no noise to mask the sound of the road. All this while retaining the performance, handling, and control for which Michelin is known. Answering these problems led us to design more than a line of tires for the first electric-powered car. It resulted in a whole new line of thinking..





# More than Words

When you work with more than 200 companies in over 90 different industries, you tend to acquire skills beyond copywriting. So many of my clients also rely on me for things like brand positioning, competitive analysis, and communication strategies. And with a network of designers, photographers, and production managers, I also provide turnkey creative management where needed.

Client: The Freeman Group.

Project: White Paper: Branding from the Bottom Up.

Last year, while U.S. companies were pouring more than \$250 billion into mass market advertising in an effort to build their brands, thousands of Snap-on dealers quietly hit the roads in their trusty white vans. As their competitors hit the airwaves and magazine racks with lofty brand messages, Snap-on dealers were building key relationships to a well-defined set of prospects and customers in a personal one-on-one environment.

At the end of the year, Snap-on had ridden its street-level marketing approach to more than \$2 billion in sales, an astonishing 60% market share, and one of the strongest B2B brands in the U.S.

**Working Paper** Volume 100

## Lift the Branding Burden from Your Sales Organization

**Executive Summary**

Sales and marketing professionals are finding their plans, budgets, and results increasingly difficult to measure. The success for which centers for quantifiable measures like distribution and marketing tasks that appear difficult across the dealer network directly use sales, education, the commission process, and product competitive action. Marketing departments are checking their quarterly reports, such as leading programs and team member advertising to their of include last time will support the needs of their sales organizations.

One of their most important of these last quarterly initiatives is branding, without marketing support. Snap-on dealers handling a do-it-yourself, "do your own thing" or "do it yourself" product sales organization, from corporate sales teams, to new groups, to distributed, one-on-one interaction with branding initiatives like the do-it-yourself, street-level presence of identifying, assessing, and converting sales. The increased dealer specific initiatives branding has found the do-it-yourself, do-it-yourself, selling process. A finding of marketing is the potential for using B2B sales organizations beyond the limitations of branding.

**Introduction**

While U.S. companies annually pour more than \$150 billion into mass market advertising in an effort to build their brands, thousands of Snap-on dealers quietly hit the roads in their white vans to personally present a portfolio of relevant products to a well-defined audience of prospects and customers. In fact, since the company was established in 1925, it has not spent a dime on traditional advertising for the sale of building their brand. Instead, Snap-on has relied on an arsenal of sales support tools and programs to help its sales organization identify, assess, and build customer relationships with more than 150,000 automobile dealerships, service stations, and independent garage across the U.S. Snap-on has ridden this street-level marketing approach to more than \$2 billion in annual sales, an astonishing 60% market share, and one of the strongest B2B brands in the U.S.

The Snap-on strategy is not an anomaly. Sales support programs have long been a proven method by which companies have increased revenue and high performance—not simply mass market awareness—but performance with their target audience. B2B marketers must realize the limitations of mass market branding and recognize that a strong brand position is created by a well supported and strong sales organization.

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 For more information, contact your account manager or call 800-445-7439.

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## Affordable

While I can't promise a Porsche on a Chevrolet budget, I can help your marketing dollars go a bit further. I charge by the project, not by the hour, so you know your cost up front. The list below gives you an idea of what to expect:

### Sample Project Rates

The following sample project rates are presented for comparison purposes only and should not be regarded as actual estimates of future projects.

National distribution magazine ad	\$900
8 1/2" x 11 tri-fold brochure	\$750
8 1/2" x 11 multi-page corporate brochure	\$225 per page
White paper (2,000 – 3,000 words)	\$2,500
Web site content development	\$175 per page
Tag line development	\$650
<b>Press release (500-1,000 words)</b>	<b>\$400</b>

*The above sample rates include all necessary research and interviews, conceptual development, first draft copy and all necessary revisions.*



## Experience

More than 200 clients in 90 industries. From retail banking to high-tech engineering; travel and tourism to road construction. Of course, that experience is useless until you put it to work. So while it's nice to know I've got experience in some pretty far flung areas, it's more important to realize how I can put that experience to work for you: understanding what's worked and why; realizing what hasn't worked and why not.

Client: Span America, Inc.      Project: Trade Ad

"He came in last night with congestive heart failure. We checked his O2 saturation, put him on oxygen, a Swan-Ganz catheter, and a cardiac monitor. I can't afford to worry about what mattress he's on. I'm just trying to keep the man alive."

With CustomCare dynamic mattress or PressureGuard IV turning mattress, you can focus on stabilizing your patient instead of worrying about the risk of pressure ulcers. Both provide clinically-effective pressure management. Both eliminate the need for expensive specialty beds. Don't you have enough to worry about? Let us take care of the pressure. Span-America. Supporting you in ways you never thought possible.

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SUPPORTING YOU IN WAYS YOU NEVER THOUGHT POSSIBLE

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## Give me a Call

Thanks for taking a moment to learn a little about me and what I do. Hopefully, you've seen something you like. If there is something specific you'd like to see, let me know.

Whether you're looking to expand your creative and marketing capabilities or just need another thoroughbred for your stable, give me a call. Hey, you've got nothing to lose. In fact, you may just find precisely what you've been looking for.

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