

# Writing Samples Brief

June 2004

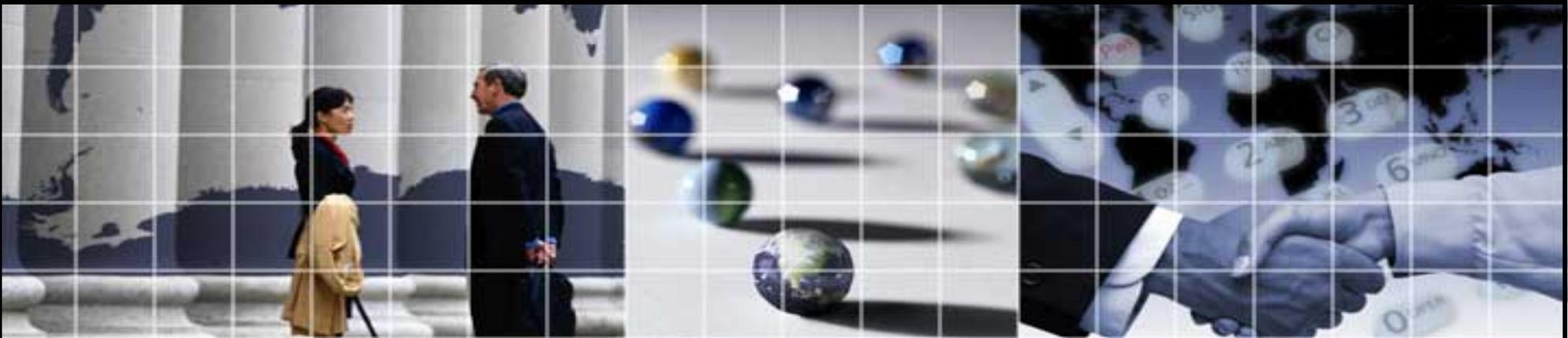
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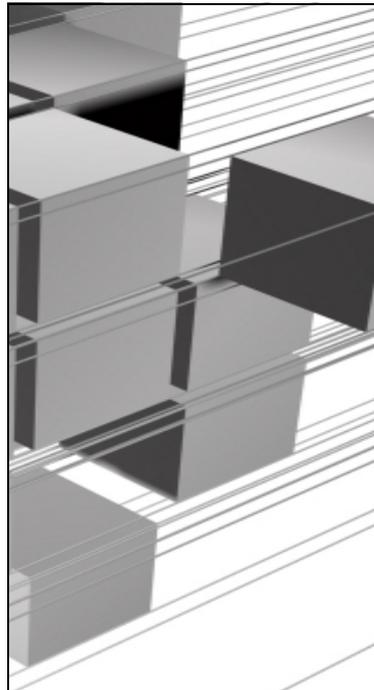


- Technology and E-Business Solutions
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**WHITE BRIDGE  
CONSULTING, LLC**

## **Committed to your business. Delivering the world.**



When sales matter, a growing business can't afford to ignore opportunity. In today's changing e-business landscape, however, opportunities are many but smart solutions are few.

We at White Bridge Consulting understand that technology only translates into sales when it produces a more satisfied, loyal customer relationship.

Our experienced team of marketing and technology professionals stands ready to provide the smart solutions your business needs to energize your marketing and sales power - and help deliver the service your customers expect.

**Learn more about our  
marketing technology services today.**

## BRIEF: E– Business And The Second Wave Of The Internet Age

**White Bridge Consulting, LLC**  
**Clearwater, Florida**  
**May 2004**

The Internet has created the most significant shift in American business practices since the Industrial Revolution. While this transition is today far from complete, we emphasize to our clients that it will significantly impact every business and market in terms of what customers will continue to expect from the services they receive. The business that ignores this transition does so at its own peril.

Despite the impact of the dot-com crash of the late 1990's and the following recession, trends in electronic commerce continue to point towards substantial opportunity growth:

**63% of adult Americans use the Internet today.** In 2003, an estimated 66 million adult Americans went online on any given day [2].

68 million adult Americans (34% of all adult Americans) log onto the Internet via broadband at either home or work; **fully 48 million adult Americans have home-based broadband Internet service** [3].

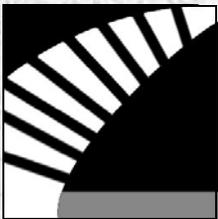
**More than 80% of American Internet users have researched a product or service online** [1].

63% of all Americans – 79% of Internet users - expect a business to have a website that will provide information about a product or service that they are considering buying [4].

46% of Americans surveyed indicated that they would be more likely to visit a physical store to buy a product if the store provided product information on its website – *even if the product was not available for purchase directly from the website* [4].

E-commerce accounted for over **\$55 billion in American business revenue in 2003**, over \$17.2 billion in the fourth quarter of 2003 alone [2].

The first wave of Internet capitalization has completed. A second wave, based on different principles and targeted to very different prospects, is just beginning. It is no longer possible to profit simply from an Internet presence: the successful 21<sup>st</sup> century business must understand and appreciate how technology is radically transforming the lives of its customers.



**White Bridge  
Consulting, LLC**

## Not Just Technology. Not Just Marketing.

The immediacy of the Internet has effectively merged the disciplines of customer service and marketing for many businesses. To successfully compete in a global marketplace, businesses of the 21<sup>st</sup> century must leverage newly available technologies in order to keep pace with rapidly changing customer expectations – and promote a marketing vision that attracts new ones:

- Online literature to promote products and services
- Real time transaction processing – purchasing, order tracking, inventory, shipping and billing
- Improved customer support efficiency through the use of online user guides and live chat with CSR's
- Streamlined internal applications, providing your clients with the quality of human support they expect



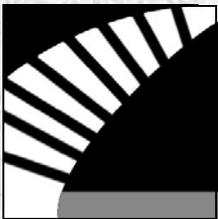
To help your business achieve this vision, White Bridge Consulting provides a wide array of technology marketing services aimed at helping you realize the many benefits of a successful e-business investment:

- Lowering sales and marketing costs
- Improving business marketing exposure through comprehensive branding
- Expanded geographic reach of your company's market
- Development of a strong customer service program
- Improvement in communications with partners and investors
- Collection of customer data for market analysis
- Streamlining information flow within and outside of the company

This second wave of Internet capitalization is rapidly creating powerful new opportunities to reach customers through novel and innovative service programs. By providing both the marketing and technology expertise necessary to leverage your company's strengths, White Bridge Consulting helps build a solid foundation for your business success in the 21<sup>st</sup> century.

#### Sources:

1. "America's Online Pursuits", Pew Internet and American Life Project, Dec 22 2003
2. United States Department of Commerce, Feb 23 2004
3. "Broadband Penetration on the Upswing", Pew Internet and American Life Project, Apr 19 2004
4. "Counting On The Internet", Pew Internet and American Life Project, Dec 29 2002



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<http://www.jenniferduartedesign.com>

## ABOUT Jennifer Duarte Design

Jennifer Duarte Design provides an extensive range of graphic design solutions for the discriminating needs of business and organization alike. Your project – logo and identity design, web site design, illustration, low resolution graphics, or maybe something special – has never been in more capable hands:

### Print

Brochures  
 Invitations  
 Newsletters  
 Promotional Material  
 Advertisements  
 Illustration  
 Direct Mail  
 Logo Design & Business Materials  
 Events and Conferences

### Multimedia

Web Site Design  
 Web Site Maintenance  
 Low Resolution Graphics  
 Icons  
 Flash  
 Powerpoint Templates

### About Jennifer Duarte

Jennifer Duarte has been a professional graphics designer since 1999, providing her clients in San Francisco, southern California and Washington D.C. with the fine visual impressions that define their organizations with taste and elegance.

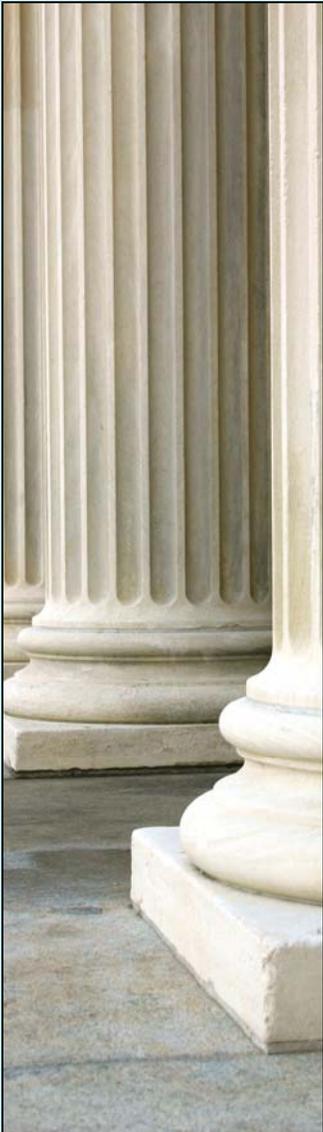
Graduating summa cum laude and phi beta kappa with a Bachelors of Fine Arts from Tufts University and the School of the Museum of Fine Arts in Boston, Massachusetts, Jennifer also holds a Master's Degree from The George Washington University in Washington, D.C., where she attended on a University Fellowship. She is currently a member in good standing of the American Institute of Graphic Arts (AIGA) and the Graphic Artists Guild.

Jennifer's client portfolio includes successful projects ranging from non-profit fundraising efforts to high-technology graphics design for the cell phone industry. Hopelessly in love with the work she does, Jennifer Duarte has built a solid reputation among her clientele for clean and contemporary designs, personal client relationships and honest, reliable service.

Jennifer Duarte's offices are based in San Francisco, California.

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## Meeting Needs: The FHBI Alternative For Worker's Compensation Coverage

from the Florida Homebuilders Insurance Agency (<http://www.fhbia.com>)

We at FHBI have been hard at work in recent months, building a dynamic yet reasonable alternative to FWCJUA-only workers compensation coverage. In pilot stages right now, our innovative layered coverage program is currently providing quality service to many FHBA members - service that addresses the needs most vital to us all:

**Ease and Simplicity.** Our program begins as our in-house worker's compensation underwriters match your client's risk characteristics with the best available insurance providers. Following your submission, our staff will identify the best-matched market for your client, provide a quote, and assist you as necessary to make the sale. As an FHBI broker, much of this information is immediately available to you via our website.

**Cost Effectiveness.** We make your job easier by approaching all appropriate Workers Compensation providers on your behalf - and by offering a quote that is probably better than any you can obtain by "going direct" . This usually translates into higher commissions as well as enhanced value.

**Flexibility.** Our approach changes and evolves as more Workers Compensation insurance providers become available. As new carriers enter the market, our staff evaluates their standings, analyzes their products, negotiates the best combination of cost, coverage, service and commission, and then integrates these new sources into our matrix of Workers Compensation options. As the market continues to develop and recover, our program will adapt and grow to maintain the most comprehensive solutions for your clients.

**Commitment to a Solution.** Is our program today the solution to all your clients' Workers Compensation problems? Unfortunately no. A crisis years in the making isn't easily or quickly remedied. But as the market recovers and the state legislature continues to struggle with the challenges of reforming the system, our program is designed to adapt to changing conditions and to confidently navigate the road ahead.

As the primary insurance provider for FHBA since 1997, we stand firmly as we always have, committed and dedicated to the long-term vision of true Workers Compensation reform in the state of Florida. Our new program is a vehicle to that end. We invite you to join our team today as an FHBI broker and learn more about our innovative worker's compensation solutions.

Unite in our dedication to strengthening the Florida homebuilding community by protecting the individual homebuilder.

## For Immediate Release

# CASELLIN PORTABLE SYSTEMS ANNOUNCES SCL-45, LATEST IN POPULAR DEHUMIDIFIER PRODUCT LINE

TAMPA, FL - May 5 2003 - Tampa-based Casellin Portable Systems, Inc. announced on May 5 the release of the SCL-45, the latest in their popular SCL line of portable dehumidification systems and the new flagship of the Casellin product line.

Like all SCL-line dehumidifiers, the SCL-45 incorporates seamlessly into already-existing residential and commercial air conditioning and ventilation systems. In addition to innovative features such as set point temperature control and independent humidity management, the new SCL-45 is 20% lighter and more compact than the SCL-40, released in 2001.

"The SCL-45 continues to carry the commitment to quality and value that our customers have come to expect from Casellin," said Julie Edgewood, Director of Products and Systems. "We've been listening to the needs and suggestions of our customer base, improving our products accordingly and stretching into new applications."

Ms. Edgewood points out that in addition to the SCL's current dominance in hospital and educational climate control markets, the strengths of the new SCL-45 make it a perfect choice for restaurants, offices and commercial applications of all kinds.

Casellin Portable Systems, headquartered in Tampa, Florida since 1988, is a leading international supplier of electrical generators and desiccant dehumidification systems.

The SCL-40 was named "Product Of The Year" by Portable Solutions Magazine in 2001.

For more information about the SCL-45 or any of Casellin Portable Systems' other fine products, contact Communications Director James Elder at 813-123-4567 or via email at [jelder@casellin.com](mailto:jelder@casellin.com).

## Sample Product Announcement

### Media Release To Trade Publication

Casellin Portable Systems, Inc.

Tampa, FL

## Thank You For Your Consideration.

I appreciate your interest in my writing and business communications services, and look forward to working with you soon.

The writing samples contained in this brief represent a very small and recent selection from my professional work, provided here to offer examples of my writing style and preferred subject matter. None of the brand identification, policy statements, opinions or strategic direction presented here should be considered as reflecting current conditions; in certain cases to preserve the confidentiality of my clients, company identification and copy content have been changed from original copy.

Professional references are available upon request.

For more information about my services, contact me at:

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