

Casey Pletcher

Raven Creatives

Portfolio

Hello, and thank you for your interest!

Included in this portfolio are samples of the writing that I have done for several different clients. The subjects range, with some involving: health, industrial real estate, self-help, internet marketing and more.

In this portfolio are excerpts from...

- a product description,
- sales letters,
- an internet marketing report,
- a self-help report,
- a press release,
- an industrial real estate blog
- and web copy

...to offer variety and to showcase my capabilities.

If you would like any specific samples of B2B or B2C copy, please contact me at ravencreatives@gmail.com

Thank you again for reading and I hope to work with you in the future!

*Please feel free to contact me at **RavenCreatives@gmail.com** for more information. I look forward to hearing from you!*

Product Description

Product Description Enhance Acai

[Product Name]

Enhance Acai

[Tagline]

The King of Superfoods

[Description Copy]

Acai berry was one of the first foods to be labeled a “superfood,” and was at the forefront of the superfood revolution. When you look at the amazing benefits that it provides, it’s easy to see why!

While Acai is known for its ability to aid in weight loss, it also has a variety of other benefits—such as immune system support and heart health—that can help you to feel outstanding, and even live longer!

[Features and Benefits #1]

Lose weight. Most of us have at least a little weight that we’d like to lose. Acai helps you to not only lose those pesky pounds, but also keep the weight off.

Boost your immune system. Catching a cold is the worst! With the ability to strengthen your immune system, Acai is amazing for fighting off infections, bacteria and viruses. This means less sneezing, runny nose and feeling under the weather.

Powerful antioxidant. Oxidative stress wreaks havoc on the body, and can lead to fatigue, premature aging and arthritis. It can even increase your susceptibility to certain kinds of cancer!

Acai is well-known for its amazing antioxidant properties, which help to rid your body of free radicals, and counter their effects.

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[Features and Benefits #2 (Additional Benefits)]

Heart health. A strong heart is essential for overall, long-term health. Acai is high in anthocyanins, which helps to balance cholesterol. Acai berries also help to improve circulation, and overall blood composition.

Cancer prevention. Cancer is devastating to the body, and leads to hundreds of thousands of deaths per year in the United States alone! Because of the flavonoids in acai berry seeds, acai has strong antioxidants that help to lower the risk of heart disease and certain types of cancer.

Improve Digestion. Depending on your diet, your body may be full of harmful toxins that need to be removed. Acai helps to cleanse the colon—as well as regulate bowel movements—to better detoxify the body.

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Press Release Sample

Contact: Lisa Gunggoll, LG-PR FOR IMMEDIATE RELEASE lisa@lg-pr.com, 708.829.8669

NEW EPISODE OF CATHOLIC TV SERIES HIGHLIGHTS HOW *CATHOLIC EXTENSION* STEPS IN TO HELP OFFSET THE HIGH COSTS OF SEMINARY EDUCATION

EWTN's "The Church Universal" to debut a second episode featuring the work of Catholic Extension

CHICAGO (OCTOBER XX, 2014) — Seminary education is an important calling, but it can often be costly for the dioceses that support their students' decision to build up the Catholic faith. In the second episode of the new television series "The Church Universal" (appearing on Eternal World Television Network ([EWTN](#)), Father Jack Wall, president of [Catholic Extension](#), and host Father Joseph Mary discuss what Catholic Extension has been doing to offset the high costs of seminary education for dioceses who want to support seminarians, but are unable to do so without outside help. Catholic Extension, a papal society, has been supporting Catholics on the margins in America since 1905.

Although seminarians are encouraged to answer the call to ministry in the Catholic Church, often the financial burden it puts on their dioceses can cause difficulties. It is these financial situations that prompt Catholic Extension to step in and help alleviate the burden. To date, Catholic Extension has raised more than \$64 million in seminary education funding, helping to lift the pressure off of the dioceses that wish to send their seminary prospects to a seminary education. This amount is particularly important considering the cost of a seminary education being around \$25,000 a year for tuition.

"Church is not about privilege, it is about responsibility," Father Jack Wall explains in this episode of the program. Catholic Extension takes this sentiment to heart, making its goals as a mission driven organization to build up the Catholic faith throughout the United States, especially in struggling parts of the country. A big portion of this is through the funding of seminary students to complete their educations in service of the church.

More specifically, Catholic Extension is helping dioceses that are blessed with a number of potential

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seminary students, but cannot necessarily afford to help them all. This year alone, as many as 600 seminarians from 50 different under-resourced dioceses are being funded by Catholic Extension. Mission dioceses have seen a 10 percent increase in seminarian enrollment over the last ten years, even though there has been a shortage of priests in non-mission dioceses.

"There's something going on in these dioceses," explains Father Jack Wall, "It's the vibrancy of the church. They are parishes with young people and young families that are growing and it creates a culture of vocation in these dioceses."

There has also been a significant growth in the percentage of Hispanics in the Catholic Church, now making up more than 42% of the Catholics in the United States, even though only 10% of church leadership is Hispanic. This has led to a push to encourage more people of Hispanic backgrounds to enroll in seminary programs and build up the Catholic faith throughout the U.S.

"Catholic Extension is not just 'one more thing'; it's who we are as baptized Catholics. We should all learn more about how to lift up the Catholic faith and become more involved and invested," says Father Jack Wall.

"The Church Universal" is expected to reach a broad audience of Catholic viewers, as their network EWTN has a reach of approximately 230 million television-viewing households. The first episode highlighted Catholic Extension's work to change people's lives, especially in poor and remote communities throughout America.

The second episode, "Vocation in the Church," is scheduled for:

(Dates needed)

An episode trailer, photos and bios of Fr. Joseph and Fr. Jack as well as series and network logos also are available. Please contact Lisa Gunggoll at lisa@lg-pr.com or for more information on Catholic Extension, visit www.catholicextension.org.

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About Catholic Extension: Catholic Extension, a papal society, has been supporting Catholics on the margins in America since 1905. Based in Chicago, Catholic Extension provides funding to dioceses and parishes to support programs and services that invest in people, their ministries and their churches. It has distributed more than \$500 million to communities across America. For more information visit www.catholicextension.org.

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Report Introduction

7 Laws of Wealth Attraction (The Road to Riches)

Most people don't think that wealth is for them.

Not because they don't want it...because they have been **conditioned their entire lives to believe that wealth is unattainable.**

You've probably been told by everyone around you things like...

- Play it safe.
- Climb the corporate ladder.
- Don't take risks.

...and this is good advice—for people who *don't want to be **rich.***

It's not your parent's fault, your guidance counselor's fault or your teacher's fault...they were all looking out for you. They wanted you to be successful, but they wanted you to take the *conventional* road to success.

This is what *they* were taught was the safest and easiest way to gain wealth.

The thing about most people that give life advice, though, is that *they don't have the kind of life that **you** want to live.*

Most people that tell you to stay in school, get a job at a corporation, work up the ladder, have kids and retire at sixty-five are on that path...and they're **miserable.**

They are stuck making \$50,000 a year, kissing up to a boss that they hate and hoping that they can stash away enough in their 401 (k) that when it comes time to retire, they don't go broke.

You *can* live this life. You have enough people around you that can give you a step-by-step playbook of how to become middle-aged, stressed out and bored with life.

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OR you can make a different choice. You can choose to be **rich**. You can choose to be **happy**. You can choose to have **freedom**. You can choose to **never have to worry about money again**, and to work from wherever makes you happy.

Do you want to work from a beach in Miami? How about a cabin next to a ski lodge in the Alps? When you are rich, you have the option to do:

- What you want
- Where you want
- When you want

This seems like an obvious choice, right? So why isn't *everyone* rich?

Well, two reasons. The first is **fear**.

People are afraid of success, afraid of failure, afraid of their own shadow...they are plagued by fears that get in their way.

The other problem is that most people **don't know HOW to be wealthy**.

They don't understand how to attract and maintain wealth, and because of this, they live a life of constantly climbing up a ladder to nowhere, hoping they can reach the pinnacle of maybe \$500,000 a year at the age of sixty.

That sounds awful.

So, what if you could fast-track your success, skip the corporate ladder and effortlessly attract wealth into your life? **You can!** And I'm going to show you how...

These **7 Laws of Wealth Attraction** are the secrets to success that the rich don't want you to know. They keep it a secret because they don't like competition.

I don't mind the competition, though. I know how to harness wealth, and I know that there is plenty of wealth to go around. I also hate seeing people suffer through the same cycle of poverty, when they have so much potential to be **GREAT**.

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YOU can be GREAT. Just by reading this, I know that you are serious about taking your life to the next level.

So, let's jump into the 7 laws. Just make sure that you take this **SERIOUSLY.** Take notes. Read it. Re-read it. Then put these laws into practice. You WILL succeed, if you follow these laws, starting with...

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Web Copy Sample

(Headline)

Installation Services

(Regular print)

From small to large-scale projects, SUI is equipped to handle installation services of all sizes and scopes. With a team of more than 80 full-time, union installers, we can make sure that your project gets the care and attention it needs and is finished on time—to your expectations.

It is through building our business and reputation that we have been able to grow from smaller, short-term projects to larger projects—with long-term service and maintenance of our customers' facilities as well as inventory management, as needed.

We know every project is unique, so we provide a project manager and field foreman for planning and implementation, including:

- Plan reviews
- Floor layout
- Scheduling deliveries
- On-site trade coordination
- Installation through the punch list process

When you choose SUI, you choose a team of experienced installers who will get your project done with the integrity and attention to detail it deserves.

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Sales Email

Bold, Larger Print:

This Important Test Could Save Your Life...

Non-Bold, Smaller Print:

There may be something inside of you that is growing and spreading, threatening to shorten your time with your loved ones, and to stop you from achieving the legacy you've always wanted to leave behind. It kills millions of people in the United States alone, as well as people all over the world. It doesn't discriminate and—if you don't catch it early enough—it can become unstoppable.

This terrible ailment is **cancer**.

While cancer treatment can be a long and difficult process, early testing can help you to get the critical care that you need sooner—so the illness doesn't spread or become worse. With our home testing kit, you can:

- Detect cancer in your body
- Detect your likelihood of developing cancer
- Increase the chances of catching the cancer early on
- Become aware so that you can get the help that you need

Also available is our **carrier testing**, which allows you to:

- Screen for over 60 serious diseases that can be inherited
- Identify potential genetic diseases that can be passed on to the next generation
- Start a family knowing all of the potential risks

Detection and prevention can help to fight disease early, or before it even happens. (**INSERT COMPANY NAME**) will help you to identify your risks, so you can better discover your options.

Italics, normal size:

Contact us at (**INSERT PHONE NUMBER (Bold)**) today for more information on our cancer and carrier testing services.

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Industrial Real Estate Blog

Multi-Story Industrial Real Estate Starting to Emerge in the U.S.

With the increase in eCommerce same-day and next-day fulfillment, a need for more industrial space has become a major concern for businesses looking to expand into new markets, along with businesses that are seeing growth in their current markets. It has become especially difficult to find real estate space in major metropolitan areas, and major cities that provide a high volume of last-mile fulfillment. This increased need for industrial assets has led to many solutions being considered—including building upwards.

Low Vacancy

While infill has been a popular solution in the past, infill space is becoming more limited, contributing to the industrial vacancy rate remaining at an all-time low of 4.3% in Q1 2019.

This historically low vacancy rate has led some developers and businesses to seek new ways to store and deliver last-mile products. It has also led to the need for more light industrial space. One solution that is being considered by companies like Prologis for American cities is multi-story industrial real estate.

This solution is not brand new, and has been seen throughout Asia in places like: Singapore, South Korea, Hong Kong and Japan. Cities in Europe have started to adopt multi-story warehouses as well, as vacant space has diminished over time and will likely only continue to shrink.

Multi-Story Industrial in the United States

In the United States, cities like: Chicago, San Francisco, Los Angeles, Miami, Manhattan and others are seeing a massive shrink in available real estate—which has led to an increased interest in the idea of multi-story warehouses. While this idea seems beneficial to both the city and consumers for reasons such as job creation, it comes with considerations that the city and its inhabitants will need to contemplate—and that businesses will need to address.

Developers understand residents and city officials may have concerns about traffic density and congestion, as well as other potential concerns that these multi-story facilities may cause. Still, with the growth of fulfillment facilities and light industrial space comes new jobs. As Kim Snyder—Prologis Western Region President—states, “You have to address

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community concerns, find a middle ground where everyone is happy at the end of the day...job creation generally trumps any negative impact on the community.”

Rising Prices of Land

Another issue that multi-story industrial real estate may help to resolve is the rising prices of land—especially land in major metropolitan areas. In Seattle, values have gone up 20% to 25% in the last two years, and industrial vacancy has dropped to 2.5% in the urban area of the city. Companies like Prologis that are developing these multi-story warehouses are also charging a higher rate for rent than what they charge for standard warehouses—possibly as much as 50% higher. Still, the cost of rent may be worth it if it means saving money on transportation. As Kim Snyder puts it, “...in the long run, savings in transportation costs justify the higher rents.”

Logistical Challenges

With all of this being said, it's important to consider the logistical challenges that multi-story industrial building manufacturers face when adjusting to U.S. shipping methods. While places like Singapore and China use trucks that are around 25' long, in the U.S. many trucking companies use trucks as long as 40'. This size difference impacts the way multi-story industrial buildings are constructed between Asia and the U.S.. Planning for multi-story buildings in the U.S. so far is intended to accommodate trucks on two floors, with space on a third floor for light industrial and lighter-scale warehouse operations that will be available via freight elevators. In comparison, buildings in Asia often have many more floors, including a warehouse in Japan that is 6 stories tall.

The e-commerce boom has led to a battle for warehouse and logistics space, making industrial real estate a great asset class for investors seeking a stable return. Contact Xebec today for information on investment opportunities we currently have available.

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Report Introduction

The Top 3 Ways to Boost Traffic for Free

It's no secret that building an online business can be expensive. Startup costs are a major reason for people forgoing their dreams, and the misconception that you need to spend large amounts of money to make money has turned many potential entrepreneurs away from the lifestyle they so richly deserve.

If you are in a position where you have an idea for an online business that you want to start, but you don't necessarily have the capital to do so, this report is for you.

I want you to know that not only can you boost your online traffic for free, but it's actually pretty easy to do!

I want to let you in on some secrets that most internet marketing coaches won't tell you for free. Actually, a lot of them will make you jump through hoops to learn the simple tips that I am going to give you in this **free** report.

So, why am I giving them to you? The answer is that I *believe in you* and I want you to **succeed**. I know that if you do what I am about to tell you, that you'll see a *significant* increase in your traffic...and it won't cost you a dime.

I know you're skeptical. This is a big promise...

Well, I am so confident in these techniques, that I *guarantee* that they will work. I use them myself, and they often bring in more traffic than the paid ads I run! The only tradeoff is your time.

If you've got a little extra time, but not a lot of money, these methods of boosting traffic for your internet marketing business are for you. Actually, even if you have the money to run ads, you should *still* be taking advantage of these FREE avenues for boosting your traffic.

So, let's get into it!

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Sales Email

It's a long way to the top!

Say you were standing at the bottom of a tall wall of rock, the side of a cliff somewhere in the desert, far from civilization. You grab a handful and it crumbles away, then you grab another and you get a firm grasp. You grab with your other hand and raise yourself up, finding some footing as well.

Congratulations! You are on the wall. Now where to go? How do you climb it? Which steps will lead you forward, toward to the top and which will lead you to moving sideways or doubling back? It's hard knowing where to go without a guide and it's terrifying knowing there is no safety net.

Intern Bridge understands this fear in relation to the workplace. Advancement can be a tricky climb and it no longer resembles a ladder. It has transformed into a daunting rock wall and without the right knowhow it can easily lead to sideways advancement or failure.

With this in mind, **Intern Bridge** has created a new webinar series. **Career Rock Climbing: Facilitating Career Adaptability—the Future of Career Coaching (beginning October 14th at 1:00 PM ET)** was developed to help you navigate this rock wall, giving you a guide beside you showing you the best way to advance.

In part 2 of this series, *Career Rock Climbing—7 Principles to Facilitate Career Success*, you will learn:

- **How to better understand all of the rapid changes in the workplace**
- **A brief history of career advancement through the years**
- **How the recession impacted career climbing**
- **How to work your way toward the top**

And a whole lot more!

The wall of Career Success is scary and filled with tricky spots that can leave you stranded or cause you to move in a direction you didn't want to. This webinar will help you to avoid these issues and will give you a map to follow to not only get around the negatives, but move quickly to your goals with much less effort and a more clear direction.

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If you haven't signed up for this 3 session program yet, there's still time! Sign up today for this webinar which will begin on **October 14th, starting at 1:00 PM (ET)**

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