

## Services

Proposals  
Brochures  
Ads  
Newsletters  
Speech writing  
Technical writing  
White papers  
Case histories  
Instruction manuals  
Training materials  
Software documentation  
Grant requests  
Articles  
Booklets  
Web sites  
Press releases  
Posters  
Reports  
Labels  
Data sheets  
Proofreading  
Editing (reviewing/changing/suggesting)  
Humor (radio, TV, newspapers, magazines,  
bumper stickers, furniture tags, etc.).

*Speeches and newsletters are normally lightly peppered with some humor to keep the audience awake and attentive.*

## Your Role

All good writing begins with information-gathering. You will need to supply me with as much information as you can about the assignment.

Examples: Previous ads, brochures, catalogs, magazine articles, technical papers, press kits, reports, data sheets, booklets, newsletters, speeches, etc., depending on the assignment.

Your target audience needs to be clearly defined. If you have a product to sell, I will have many questions about it – even if I use it at home.

And of course, I will need to know the purpose of the piece.

As I review the materials, I will undoubtedly have questions, and will need to be able to contact someone who can answer my questions as quickly as possible. So I will probably need several names, phone numbers, and e-mail addresses.

With these steps in mind, we'll get the project done quickly and accurately – and have fun doing it.

Give me a call or send me an e-mail. I'd be happy to discuss your project with you.



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Freelance Writer

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For writing you can understand –  
and maybe even chuckle over.

## Experience

Are you looking for someone who has solid experience as a business writer? I've been writing for more than 30 years, doing technical writing, creating proposals, documenting computer systems, etc., as part of my job in mainframe computers.

As a hobby, I've written letters to authors, written limericks and speeches, created a music Web site, and done many other bits and pieces – including humor. Many people have said I should be paid to do this full time. I've decided they are right.

### Areas of experience:

- General business writing
- Technical writing
- Humor
- Conversational writing
- Training manuals
- Quarterly reports (technical)
- Proofreading
- Editing (re-writing)

### Some experience:

- Advertising copy
- Marketing brochures
- Speeches
- Newsletters
- White papers
- Web sites

### Additional expertise/knowledge:

- Aviation, Music, Computers,
- Nutrition/Holistic medicine

## Advantages

Back when I went to school, they still taught people how to write a clear sentence, which words are usually capitalized, and what good writing looks like. I can spot bad writing and misspelled or misused words at 30 yards, at night, with one eye closed.

I will make *your* writing piece easy to read, clear, and persuasive!

I think you'll be pleased with the results.

## Testimonials

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*(Technical writing)*  
"Dave Morton has his finger on the pulse of the subject. His writing is factual, deliberate, and chronological. He is a new talent in the field of scientific writing!"

Shelley Glodowski – author, and book reviewer for Midwest Book Review

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*(Humorous writing)*  
"Dave's wry sense of humor is in the spirit of Garrison Keillor, and his sense of timing reminds me of Mark Twain."

Pam Price Lechtman – newspaper columnist and coauthor of "100 Best Spas of the World"

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## Professional and Legal

### Scope and Agreement:

After consulting with you on the specifics of the project, I will quote you a flat fee whenever possible, or an hourly rate if the project is a lengthy one or hasn't been completely defined yet.

If we agree on the terms, I'll fax you a short contract to sign. One third of the fee is due up front.

**Deliverable:** I deliver copy consisting of text, not desktop publishing output or artwork, at this time. The format I use is MS/Word. I can do basic graphics in Word, but a graphic artist will need to polish them.

**Revisions:** For flat fee projects, 2 rounds of revisions are included in the price. Additional revisions can be made at an hourly rate. Incidental expenses (FedEx, travel, parking, meetings, etc.) are billed at cost or at an hourly rate.

**Rates:** My hourly rates are fairly low (\$40/hr), but I promise that my low rates will not mean low quality. If you're not pleased with the results, I'll work with you until you're satisfied – at no additional cost.

**Introductory Offer:** For new customers, I will do your first project at **half** my normal fee (half the normal flat fee, or \$20/hr).