

# Holistic Wellness Writers Presents:

## Information Packet (Revised March 2021)

Paula L. High-Young



Paula@HolisticWellnessWriters.com  
<https://www.HolisticWellnessWriters.com>  
Phone: 505-349-0048



## Table of Contents

<b><i>Introduction and FAQs</i></b> .....	<b>2</b>
<b><i>What Others Are Saying About Paula</i></b> .....	<b>5</b>
<b><i>My Clients and Experience</i></b> .....	<b>11</b>
<b>Certifications</b> .....	<b>13</b>
<b>Organization Memberships</b> .....	<b>14</b>
<b><i>My System—How I Write and Work</i></b> .....	<b>15</b>
<b>Contact and Communications Policies</b> .....	<b>15</b>
<b>Discussing the Project</b> .....	<b>15</b>
<b>Investment and Getting Started</b> .....	<b>15</b>
<b>Research</b> .....	<b>16</b>
<b>Collaboration</b> .....	<b>16</b>
<b>Review of First Drafts</b> .....	<b>17</b>
<b>Revisions</b> .....	<b>17</b>
<b>Additional Reviews</b> .....	<b>17</b>
<b>Final Approvals</b> .....	<b>18</b>
<b>Transition to New Projects</b> .....	<b>18</b>
<b><i>Getting to Know Paula High-Young</i></b> .....	<b>19</b>
<b>The Positive Negative</b> .....	<b>19</b>
<b>The Seamstress and the Mouse</b> .....	<b>22</b>
<b>Healing Karen</b> .....	<b>26</b>
<b><i>Services and Investments Chart</i></b> .....	<b>29</b>
<b><i>Paula’s Writing Samples</i></b> .....	<b>30</b>
<b>Speaker Bio (150-600 words)</b> .....	<b>30</b>
<b>Restaurant Promotion Letter (Samples)</b> .....	<b>31</b>
<b>Business Proposal, Chef Missy Will (Samples)</b> .....	<b>35</b>
<b>Case Study, Coach Marylee Pangman (Samples)</b> .....	<b>44</b>





## Introduction and FAQs

Hello, and thank you for your interest.



You've likely requested this package because you need a web copywriter who specializes in the Alternative Health and Wellness Industry. Perhaps you're looking for someone who understands the particulars of crafting effective web content and articles, and who combines these skills with a passion for wellness products and services which can transform our health.

Before you hire me to write for you, you're probably curious about how I can be of service to you, and maybe even to learn a little more about me. If we were sitting face-to-face, chatting in your office, you'd ask me questions. I'll answer a few of the most common questions here. And I'll be happy to answer further questions when I give you a follow-up phone call.

### Frequently Asked Questions

#### **“What are your qualifications as copywriter?”**

I have been a writer in various forms for decades. Throughout various jobs, whenever writing or editing were needed, they'd bring it to me. Writing comes naturally to me and I've always loved it.

I have a Bachelor of Science in Communications and a background in psychology. I know how people think and communicate.

In 2007, at the onset of an economic downturn, I built on my writing talents and began training as a copywriter. I have used my copywriting skills in various types of writing projects for years, no matter the endeavors. I keep my finger on the pulse of what's new in copywriting trends and update as needed.

“I've had the pleasure of working with Paula High-Young...”  
 “...She's a writer-editor extraordinaire who provides the loving touches to get the results I was looking for. I highly recommend Paula High-Young for helping you shine your brilliance.”

~Janice Hurlburt,  
 Online Management.





### **“Do you have experience in my field?”**

Yes. I have always been drawn to holistic wellness, even as a kid. But I was usually dragged off to a conventional doctor whenever I got the sniffles. Mom didn't know any other way. I read what I could on the subject, when it was available. But once I was old enough to make my own health care decisions, I've tended toward a more holistic route.

I've always had a natural curiosity about the various wild plants on the local fields, mesas, and along the roadsides. Eventually, in 1994, I trained at the New Mexico Herb Institute in the “Fundamentals of Medicinal Herbalism” with Dr. Tieraona Low Dog, MD. I loved it. I graduated her first-year program.

In 2015, I graduated a year-long training program with the Institute for Integrative Nutrition, earning my certification as a Holistic Health Coach. As an individual consumer and a Health Coach, I have extensive knowledge in herbalism, integrative nutrition, whole foods—using food as medicine, preventative medicine, essential oils, Reiki, and sound healing, just to name a few wellness areas. You can be sure I understand your field.

### **“What kinds of assignments do you handle?”**

I specialize in articles, blog posts, a spectrum of web page content, and case studies. I enjoy helping your prospects and clients learn more about you and the valuable information you have to offer them. This gives you a chance to provide a narrative so they can envision the transformations your services and products can bring to their lives.

It's your opportunity to shine your brilliance, show off your products and services, and help them envision how you can help them in taking control of their healing and overall health and wellness.

### **“What does it cost to hire you for a project?”**

You can contact me, let me know what type of project you have in mind, and the scope, and I can quote you a price. You'll find enclosed, a list of services and estimated investments, giving typical prices for a variety of projects.

“...She guided me—helped me clearly say what I *meant* to say. Now I have my first book published and I'm working on my second. I don't want to work with anybody else but Paula...”

~Karen Thomas,  
MS, HHC, FDN-P,  
Author and  
Speaker.





**“How long will it take you to write my copy?”**

I generally prefer to have 2-4 weeks to complete a project. This gives me time to edit, revise and polish until we are all happy with every word. Of course, the scope of a project, can alter this timeline.

**“What if we want you to revise the copy?”**

Not to worry. I will cover my specific procedures for this soon, in my “How I Work and Write” section of this Information Packet.

**“How do I order from you?”**

Simply pick up your phone and call me at (505) 349-0048, or contact me by email at [Paula@HolisticWellnessWriters.com](mailto:Paula@HolisticWellnessWriters.com) (best). Let’s have a conversation. Tell me about your alternative health project. Let me know the types of customers you’re aiming to attract, and which products and/or services are involved. Send me your website URL, as well as any brochures, catalogs, or other materials that will give me the background information I’ll need to write your copy.

Are you ready for me to tell clients about you and your wonderful products or services? Give me a try and you’ll be glad you did. Let’s team up and help people transform their health and their lives.

Regards,

*~Paula*

Paula High-Young, HHC  
Albuquerque, NM, USA

P.S. If you have an immediate need, contact me right now, via email and send me the details at [Paula@HolisticWellnessWriters.com](mailto:Paula@HolisticWellnessWriters.com). There is no charge to discuss your project with you and give you an estimate—and no obligation to purchase. I look forward to hearing from you soon. Alternately, you can call me at 505-349-0048.





## What Others Are Saying About Paula

**“...unique strengths are her communication skills and abilities to articulate verbally and in writing ...”**

“From the first time I met Paula at a 3-day event, I felt comfortable with her presence—a connection. I sensed a warm and confident person. Within the first day, I was impressed with her ability to articulate her ideas to the group and share helpful and supportive insights and ideas for others. I became inspired by her ability to dream and think ‘outside the box’ for concepts people can do in their lives.

“Whether it’s business development or a book concept, Paula helps you see it for what it is, and then helps you broaden out. I wanted to get to know her, so I made a point of staying in touch. Paula’s unique strengths are her communication skills and abilities to articulate verbally and in writing.

*~Janice Hurlburt, Online Management  
[JaniceHurlburt.com](http://JaniceHurlburt.com)*

**“...She is not only focused but also intuitively tuned-in... chooses the right words... all about clarity...”**

“I always feel at ease while working with Paula. She is not only focused but also intuitively tuned-in. She picks up on the goal of my ideas right away, working with it and putting herself in the position of my future reader. She consciously chooses the right words, which fit my meaning and will resonate with my readers. Clarity is very important to me. Since Paula is all about clarity, we worked well together to get my concise message across. Thank you, Paula! I’m looking forward to working with you again.”

*~Orsolya Riszt, Life Coach, and Energy Psychology Therapist*

**“...a gift for reading what is intended, but not yet written.”**

“Special gratitude to my editor, Paula High-Young, you are an Angel. Spirit-guided, you have a gift for reading what is intended, but not yet written.”

*~Janie Amaris Villarreal, Author, Autism Expert, and Global Master Healer,  
Dallas, TX. [TheBodyWhisperer.com](http://TheBodyWhisperer.com)*





## What People Are Saying (continued)

**“...unique talent for helping people express themselves most effectively...”**

“Paula has a highly-developed empathy for others. This might feed her unique talent for helping people express themselves most effectively. She can read something they’ve written, understand their intent, and suggest new ways to convey their message.

She is patient. Frequently she gives more than is given, but she doesn’t ‘keep score.’ She is one of the most loving spirits I’ve ever known.

She is exceptionally talented in growing things—be they plants or animals. Somehow, she senses what they need and provides it for their wellbeing. Her empathy for living things who cannot communicate with the human world is definitely exceptional.”

*~Patricia Smith Wood, Author, Albuquerque, NM  
<http://www.patriciasmithwood.com>*

**“...excellent at discussing and explaining things... she is reliable...”**

“Paula has a vast vocabulary. She is excellent at discussing and explaining things, and she listens well. She is always bettering herself and her knowledge, and she is reliable.”

*~Carol A. Dickey, Photographer, Corrales, NM*

**“...she gives it her all...”**

“When Paula wants something, she gives it her all. She is smart, intensely loyal, imaginative, and artistic.”

*~Don Wood, Amateur Radio Operator, W5FHA, Albuquerque, NM*

**“...confident, capable, loyal...”**

“Paula possesses several positive characteristics. Above all, she gets along well with others. In addition, she is confident, capable, loyal, caring, kind, honest, direct, and likable.”

*~Margaret Tessler, Retired Teacher and Author, Albuquerque, NM*





## What People Are Saying (continued)

**“...looks beyond the words and listens for your true message...”**

“Paula is one of the best wordsmiths I have ever encountered. The talent she exudes is unbelievable. She has the ability to pull out the most pertinent thoughts from your writing and express them more clearly.

“After working with her on a 6-month project, I began seeing how she looks beyond the words and listens for your true message. She then finds the right words and phrases to get your thoughts across.

“Never could I have imagined how her skills would help me write a book which was awarded Top Ten Best Authors in a book competition. Paula’s expertise passes beyond simple wordsmithing and editing, into a unique kind of coaching. Her strengths were my weaknesses. She educates you—helping you become a more proficient writer.”

*~Karen Thomas, MSc, CNS®, LN, RDH BS, FDN-P, CHHC, Certified Biological Dental Hygienist, Speaker, and Author, Holistic Digestive Solutions*

**“...She exhibits discipline and scholarship in her dedication and passion for growth. ...”**

“Paula is warm, caring, and extremely generous. She is honest, humble, and vulnerable when needed. She exhibits discipline and scholarship in her dedication and passion for growth. She is a Seeker!”

*~Stacey Curnow, MA, LPC, NCC, Director of Asheville Family Counseling Center,  
<https://www.ashevillefamilycounseling.com>*

**“...full of great ideas and sound advice, [also] goes above and beyond...”**

“When you work with Paula High-Young, you are so much more than a ‘client.’ Not only is she full of great ideas and sound advice, but she really goes above and beyond, to pull the best—not just out of your work, but out of *you*. She is so much more, and does so much more, than a ‘typical’ editor. I hope more editors will take note from her.”

*~Gabrielle V., Author, North Carolina*







## What People Are Saying (continued)

### **...willing to work hard to get the answers she seeks....”**

“Paula is a wonderful listener, and this makes her words more powerful when she does speak. She has an insatiable curiosity. When she is curious about something, she will go to any length to learn about it, no matter how long it takes. She is willing to work hard to get the answers she seeks.

And her most unique quality is her devout respect for all living things, whether it be the vegetables in her garden or any animal who is fortunate enough to share living space with her. She has a “whisperer” quality which many animal vets do not even have. It’s an uncanny patience and respect for all the creatures who are part of our Universe.”

*~Joan Taitte, Williamsburg, VA*

### **“...has an uncanny ability to absorb learnings, concepts, and information...”**

“Paula has an uncanny ability to absorb learnings, concepts and information throughout her life. Somehow, she files it all away in that crazy yet wonderful brain of hers. She can then unearth a subject and share it in a completely understandable way. Add to this her wonderful sense of humor, quick wit and unique outlook—and it all makes for a fun and rewarding experience—and I love her for it.”

*~Marylee Pangman, Business Coach, Tucson, AZ*  
[Women Entrepreneurs Reinvent Retirement](#)

### **“...most determined person I’ve ever met...”**

“Paula is the most determined person I’ve ever met. When she sets her mind on something, she only sees the options to get her where she needs to be. And despite setbacks, I have never known her to change her focus.”

*~Lester Maine, Gilbert, AZ*





## What People Are Saying (continued)

**“...draws from various modalities to help individuals, according to what they need...”**

“Paula is strong in character. She carries herself with confidence and alertness and is dedicated to helping others improve themselves. She works with each person on an individual basis. She is unique in that she draws from various modalities to help individuals, according to what they need—not a cookie-cutter approach.”

*~Rita Herther, Writer and Pranic Healer, Albuquerque, NM*

**“...She’s reliable, and she is perseverant...”**

“Paula possesses many unique strengths and abilities. She is computer savvy and possesses higher technical abilities, than most people. She has multiple interests and knowledge and she has a willingness to learn and experience new things and subjects. She is honest, she does as she says she will. She’s reliable, and she is perseverant.”

*~Greg Keney, Nuclear Engineer, Rocket Designer/Builder, and Amateur Radio Operator, Sandia Park, NM*

**“...has a beautiful way of writing someone’s story...”**

“Paula has amazing insights into the people she works with. She is able to understand them on a deeper level, which helps her write with a deeper knowledge of them. She has a beautiful way of writing someone’s story which is clear and easy to read. She transforms their tragedy into something that honors everyone involved.”

*~Jacqueline M. Kane, Healer, Guide, Pain Transformer, and Bowen Therapist at [JacquelineMKane.com](http://JacquelineMKane.com)*

**“...genuine, engaging, and an excellent communicator.”**

“Paula is compassionate and empathetic. She has a unique ability to put herself in other’s ‘shoes’ and feel their energy. Her life experiences have given her a unique ability to relate to others on a deep level. She is genuine, engaging, and an excellent communicator.”

*~Lorie Herting, Walnut Grove, MO*





## What People Are Saying (continued)

**“...[receives] a jumbled stream of narrative...and then rephrases it into a coherent, compelling statement which has personality...”**

“Paula is amazing at hearing and receiving a jumbled stream of narrative, data, or emotional reaction, and then re-phrasing it into a coherent, compelling statement which has personality. I am just in awe of how easily and routinely she seems to be able to do this! She is also expert at breaking down complex procedures into logical steps, in a user-friendly language.”

*~Sharron Mackison, Therapist, [Wellspring Clinic](#),  
Elimbah, Queensland, Australia*





## My Clients and Experience

### **Albuquerque Duke City Hamfest: Hamvention**

Annual, ARRL Rocky Mountain Regional, Amateur Radio Convention  
(for Ham Radio Operators, Vendors, and S.T.E.M. Educators)

### **American Income Life**

Insurance for Working-Class Families

### **American Red Cross**

Non-Profit Organization, Disaster Relief and Preparedness

### **American Telcom**

Long-Distance Telephone Communications

### **American Writers and Artists, Inc.**

Premiere Copywriting Training

### **Brooks Photo**

Photographic Lab, Albuquerque, NM

### **Charter Hospital**

Psychiatric Treatment Facility

### **Coach Marylee Pangman**

Business Coach: Helping Successful Women  
Transition Their Businesses to a Retired Lifestyle

### **Color Unlimited, Inc.**

Professional Photographic Lab, Beltsville, MD

### **Creative Consultants, Inc.**

Albuquerque, NM Computer Consulting

### **dōTERRA**

Pure Essential Oils

### **Dr. Ray Wm. Smith, Ed.D., D.Min.**

Licensed Mental Health Counselor, Pastor

### **Enterprise School Photos**

Based in Tulsa, OK / Albuquerque, NM Franchise





## My Clients and Experience (continued)

### **Gabrielle Vizcaino**

Author, North Carolina

### **Gateway, Inc.**

South Dakota Based, Computer Hardware Manufacturer

### **JC Penny**

Department Store

### **Jacqueline M. Kane**

Pain Specialist, Certified in Massage, Hypnosis, and as a Bowen Work Practitioner

### **Janice Hurlburt**

Online Visibility Pro, Extraordinaire

### **Janie Villarreal**

Author, Autism Specialist

### **Jessica Ahoulim**

Doctor of Oriental Medicine

### **Johanna Walsh**

Author, RN, Reiki Practitioner, Sound Healer, and Life Coach

### **Karen Thomas**

Functional Licensed Nutritionist and Biological Dental Hygienist, Using Functional Lab Testing to Coach Patients Back to Wellness. Author, and Speaker.

### **Lovelace-ParkCenter Hospital**

Psychiatric Treatment Facility, Albuquerque, NM

### **Missy Will**

Sommelier, Wine Events and Marketing Director, and Business Owner.

### **New Mexico Herb Institute**

Dr. Tieraona Low Dog's Foundations in Herbal Medicine

### **PIMA Medical Institute**

Medical Career College, Albuquerque, NM Campus





## My Clients and Experience (continued)

### **PNM Resources, Inc.**

Energy Holding Company and Electric Utility Provider, New Mexico

### **Patricia Smith Wood**

Author, Speaker, Albuquerque, NM

### **Paula Yolles**

Holistic Health Coach and Cooking Consultant

### **Sandoval County Sheriff's Office**

Sandoval County, NM Law Enforcement

### **Sharron Mackison**

Counselling, Wellspring Clinic, Elimbah, Queensland, Australia

### **Southwest Mortgage**

Mortgage Company, New Mexico

### **Starburst Photographic**

Professional Photographic Lab, Albuquerque, NM

### **Sunrise Photographic**

Professional Photographic Lab, Albuquerque, NM

### **The Lab of Albuquerque**

Professional Photographic Lab, Albuquerque, NM

### **University of South Dakota**

Vermillion, SD, Research and Bachelor of Science

## Certifications

- FCC Licensed, Extra Class, Amateur Radio Operator, KZ5YL
- Reiki, Level III – Master/Teacher
- Holistic Health Coach (Institute for Integrative Nutrition/IIN)
- Bachelor of Science Degree in Communications (University of South Dakota)
- Psychiatric Technician & Nursing Assistant (PIMA Medical Institute)
- Fundamentals of Herbal Medicine (NM Herb Institute, Dr. Tieraona Low Dog)
- FAA Licensed, Commercial Hot Air Balloon Pilot and Instructor





## My Clients and Experience (continued)

### Organization Memberships

- American Writers & Artists Inc. (AWAI), Circle of Success
- Professional Writers' Alliance
- Southwest Writers
- Wealthy Web Writers
- Amateur Radio Caravan Club
- American Radio Relay League (ARRL)
- Albuquerque Police Department, Citizen's Academy Alumni
- F.B.I. Citizen's Academy Alumni Association
- National Rifle Association, Life Member
- Sandoval County Sheriff's Office Citizen's Academy Alumni





# My System—How I Write and Work

## Contact and Communications Policies

As we work together, it's important we have fast and easy communication. During our project, I am available Monday through Thursday, from 1 pm to 4 pm (Mountain Time). The best way to reach me: voice line at 505-349-0048 (please leave a voice message, if I'm unable to answer), or text me at (505) 263-0044.

## Discussing the Project

To get started with a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the Questionnaire through Google Docs (or an MS Word file, via email, if you prefer). Please return it to me as quickly as possible—for most clients this is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see how I fully understand the project. It will also be the basis for our Launch Call.

Between 3-10 days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following the Launch Call, I will draft and send you an Agreement. If your legal team has a preferred Agreement, we can use yours.

## Investment and Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment. (**Note:** I require 50% of the project total to begin. Most of my clients prefer to pay by bank wire or apps like Stripe or PayPal.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.







## My System...

### Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to visit with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident I'll quickly and effectively understand your product, your voice, and your customer's core emotional purchase drivers.

### Collaboration

As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand-off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and be involved at just about every step of the way.

Which are you?

Please send me an email and let me know how often you'd like to communicate and what the best way is to reach out to you (i.e., email, phone, social media, text, etc.).

One other point. . . I require that you assign me a single point of contact on your team. I will communicate directly with this specific person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I strongly encourage you to become familiar with Google Docs. I do much of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current one—no need to worry about sending wrong files or things getting lost.





## My System...

### Review of First Drafts

Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure the tone, message, and offer are right. We'll fine-tune during the second draft. . . and third draft, as needed.

### Revisions

After you review the initial draft, it is likely you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes during business hours, within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize these are your customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions I know will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes I feel will not work, I always recommend a simple A/B split test. Let the market vote.

### Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident I'll gladly work with you until you are delighted with the copy. In most cases, my clients find one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.





## My System...

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check it, ensuring any graphical elements added by your design team enhance the copy and make it more effective.

If I see something is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'm happy to work with your design team to create any changes needed to make the end version as effective as possible.

### Transition to New Projects

Once the project is done, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure you continue to have excellent copy which meets your goals and grows your business.





## Getting to Know Paula High-Young

### The Positive Negative

Spring—so full of possibilities. Little did I know how true it would be, especially this particular bright, sunny day. I parked in my parking space at the photo lab—a relatively new, custom lab in town—before digital photography arrived on the scene. I went inside.

To be clear, when people took their rolls of film to a photo lab for “process and print,” they’d receive back the photo prints and strips of negatives in their order. If they wanted larger prints, they brought those specific negatives to us to make enlargements.

While we offered several photo services, I’m the gal who made the large photos. Using the negatives customers supplied, I produced beautiful custom enlarged photos and color-matched them to any smaller prints ordered.

On this morning, I received three customer order envelopes. These were my tasks for the morning and possibly for the next couple of days.

I needed to finish the first order within a couple of days. Looking inside, it contained one color negative. The envelope displayed a scribble of basic cropping instructions. The customer wanted two different-sized large prints.

The negative depicted a dancer twirling on stage, under theatrical lighting. I could immediately see there would be lots of color and lighting possibilities.

*“Humm...”* I thought. *This is going to be a very interesting negative to work with.*

Normally, I’d print one test strip to start. But this one needed a few more. I settled on a lighter test and a darker one. About 10-minutes later, the two test-strips emerged from the photo processing machine. I studied them.

*“Holy cow!”* I thought, *“There are probably a dozen different ways to print this! What mood—what feeling did the photographer intend?”*

I took the tests to the front desk and spoke with the clerk who had taken in the order.

“Hey, do you remember taking in this job?” I asked her. “Did the gentleman give any other directions or idea on how he wanted it printed?”

She shrugged, barely looking at me. “It’s just another negative to me. The guy just wanted the two different sizes.”





“Okay, thanks.” I nodded. “I’ll call him and ask.”

After he answered, I tried explaining about the range of lighting and color possibilities within his negative.

I asked, “What kind of mood or feeling are you aiming to express in the photo?”

He was silent for a few seconds. “Uh, Gee. . .,” he said, “I dunno. It’s my girlfriend performing at a dress rehearsal. Um. . . just print it however you think best, I guess?”

“Um-hmm. . .,” I said, trying to buy some time while I thought of how to explain the predicament. *This guy—is obviously not a professional photographer—he merely took a really lucky shot.*

“Okay Sir,” I finally said, “Here’s the thing. You’re paying good money to have these large prints made. There are more than a dozen different ways to print this particular negative. If you could, please come and look at a few test strips. Give me more ideas on what you’d really like; I’d appreciate it. I want you to be happy with the photos.”

“Yeah, I guess. . .” His tone, less than enthusiastic. “But. . .” he sighed with exasperation, “it’ll have to be later this afternoon.”

“Perfect! Just ask for Paula. The extra trip will be worth it. You’ll see.”

I decided it would be helpful for him to see the range of possibilities. I printed six *more* test-exposures with various color and lighting variations. He’d have eight tests from which to choose, and I moved on to other orders.

Around 3:00 pm that afternoon, he arrived. I laid out the eight different tests.

“Wow!” He rocked back on his heels and blew out a breath. “You got all those from my one little negative? How?”

“I just varied the exposures, similar to how you would in the camera to take the picture,” I explained, “Although—in my darkroom, I can also change the color balance. We normally print for a nice, warm skin tone. But with all this colorful theatrical lighting and the amazing shadows. . .” I trailed off. He got the idea.

He pulled out the small drugstore original he’d received from the “print and process” of his initial roll of film—a 4” x 6” photo—too dark and dull—with muddy color.





## Getting to Know Paula... (The Positive Negative, Page 3)

I'd seen this—hundreds of times over the years. Fast-photo places, like drugstores and inexpensive photo labs, cranked-out low-quality fast prints and called it good. They didn't care about quality. Most people didn't understand the difference between those quickie photo labs and high-quality custom labs.

The drugstore hadn't offered large photos. He shrugged. "I just figured it would be kind of like this—only bigger." He motioned to the dismal original. "I had no idea you could do so much with it."

I briefly explained moods, colors, and the overall range possible with this negative, and we settled on which two test-strips he liked best.

I smiled, "I can totally work with this. I'll call you once it's ready."

He blew out a sigh of relief. "I'm so glad you called and convinced me to come and look at these. I had *no idea* what you were talking about—until I saw all those test-strips. Thank you so much for taking the time to print the extra tests and consult with me."

I finished the prints late that day, just before closing, and called him. I told him he could pick them up the next day.

When he picked up his order, the quality blew his mind. He had the customer service clerk call me upfront again.

"My girlfriend is going to be so surprised—and *amazed!* I'm giving one of the 11 x 14's to her in two weeks, for her birthday. The other goes to her parents for Christmas. They will be floored. Thanks again for taking the time to make it great."

Sometimes people simply need a little more information than they realize. They don't always know what amazing things are possible. I love getting the opportunity to light the way.

~~~





## The Seamstress and the Mouse

For a few months, I talked callers through fixing technical problems with their computers—over the phone. I tended to be *too thorough* for the “Free Tech Support” branch of the company.

During those months, I experienced several entertaining moments. One of my favorite tech support stories is about the sweet grandmother whose call came to my desk the week after Christmas. Her computer mouse wouldn’t work correctly.

Depending on the client's issue, there were specific sets of procedures and questions we went over. I brought up her computer configuration on my screen and found a few potential fixes to talk her through.

Let’s call her “Mrs. Jones,” since I don’t remember her name—I’ve slept since then. I began asking Mrs. Jones the usual discovery questions and analyzing her answers for possible clues. She had never owned a computer before this.

She received it as a Christmas gift from her kids and grandkids. The idea being, they could send her emails and share photos. She could, in turn, easily respond, and they could keep in touch better.

Unfortunately, her kids and grandkids lived in a different state, so they weren’t around to set-up the computer for her and get it running. Her son did his best to walk her through the set-up instructions over the phone, but the pesky mouse issue persisted.

Based on what she’d told me about the mouse problem so far, I continued looking up various things to try—and we chatted. Each potential repair we attempted failed to remedy the glitch, but this gave us enough time for me to learn a few things about her.

Recently widowed, she’d raised four terrific kids who’d grown-up and started their own families. She had a bunch of grandkids and another on the way.

Still a seamstress at heart, she made lots of clothing and toys for her family, even though she’d retired a decade earlier. I heard the pride in her voice as she talked about the loving touches she added.

Meanwhile, we tried the last idea on our list for enticing her mouse to behave—to no avail. We joked, maybe her cat could scare it straight.





## Getting to Know Paula... (The Seamstress and the Mouse, Page 2)

*Odd how none of the “normal” fixes worked.* I thought.

Then. . . a *wild* concept hit me in a flash of inspiration.

“Mrs. Jones,” I asked cautiously, “where **is** your mouse located right now?”

“Well,” she said innocently, “it’s right here, next to my right foot—on the floor.”

I suppressed a tiny giggle as my mind raced through the logic.

*I KNEW it!!!* Thinking this through—*She’s always been a seamstress. This mouse-thing looks like a sewing machine foot pedal to her. Nobody told her any differently.*

A fleeting moment of awkward silence passed, and she timidly asked, “Is that okay?”

“Mrs. Jones,” I said as gently and upbeat as I could, “I think we have found your mouse problem.”

“Oh good,” her enthusiastic tone bubbling up. “What’s the issue?”

“It’s a matter of positioning,” I said, smiling. “I can certainly see how it resembles a foot pedal to an expert seamstress like you. But you’ll need to move the mouse to your desktop. Place it on whichever side of the keyboard most comfortable to you—usually the right side, for most right-handed people.”

She laughed nervously, “Oh my! I feel so stupid. I’m sorry. How could I have been so silly—not catching something this simple? And now I’ve wasted your time. Oh, wait. . . On the desk? The mouse pad too?” She sounded flustered—maybe on the verge of tears.

“Mrs. Jones, it’s okay. You need not worry—sometimes the written directions are not as clear as intended. It’s my job to help you sort out your computer issues—that’s all this is. And yes, please. . . on the desktop—the mouse pad too.” I smiled, hoping she could hear it in my voice.

She released a heavy sigh as she moved the items.

“Mrs. Jones. . . *Please* don’t feel bad. You’re NOT stupid—*far* from it. You’re an amazingly talented lady who has spent her life sewing beautiful things for people. Far fewer people can sew nice things than use a computer.”

“And. . .” I continued, “contrary to what your grandkids might think, most of us were *not* born knowing how to set-up or use computers.”







## Getting to Know Paula... (The Seamstress and the Mouse, Page 3)

She giggled.

“Besides,” I went on, “any of us over middle-age have had to learn. You’re just learning now, that’s all. So, you’re actually pretty brave.”

She took a deep breath, and I could sense her relief.

“Mrs. Jones, is the mouse on your desktop now?”

“Yes, it is.”

“Great,” I encouraged. “Next, you’ll need to make sure the mouse’s ‘tail’—its cord, is leading out, away from you—toward the back of the desk, and point the rounded end toward you.”

“Oh. . . *OH*, right! Okay, got it. Thank you. You are so patient. . . and kind.”

“You’re welcome, Mrs. Jones. I’m glad I get to be the one to help you stay in touch with your family and share photos and memories. Now, do you see on the front end of the mouse, it’s divided into two buttons—left and right—and a wheel between them?”

“Yes, I see those.”

I talked her through a few practice exercises, which helped her learn to use the mouse. Her computer worked perfectly. She thanked me repeatedly for my understanding. I felt genuinely happy to help her. I made her day, and she gave me a beautiful memory.

The call probably only lasted about 15-20 minutes.

Meanwhile, I noted—during my call with Mrs. Jones, the young technician on the opposite side of my cubical wall spoke rudely to his caller.

The tech occasionally muted his phone and made rude comments about his customer being so stupid. “I got an old guy who just doesn’t freakin’ get it.”

I felt sorry for the client—having ended up with such an impatient young, know-it-all, rude tech. But that sort of tech-behavior seemed culturally normal around there.

Funny how communication can heal some of the most basic issues, and yet we live in a world of, “Hurry, hurry, hurry, we don’t have time for that.”

Call times were a *big* deal there. It’s the main reason I left. They frequently penalized me for spending too much time talking with clients while I researched their potential fixes.





## Getting to Know Paula... (The Seamstress and the Mouse, Page 4)

But if I had not talked with Mrs. Jones, I would NEVER have figured out her unlikely issue. And she would have experienced mounting frustrations with each subsequent call—being shuffled from one impatient tech to another. . . never solving her simple problem.

In Tennessee Williams' play, *A Streetcar Named Desire*, Blanche DuBois famously said, "...I have always depended on the kindness of strangers."

And I'd respond, "Who among us has not, on occasion?"

~~~





## Healing Karen

I bristled as I read the chapter in my hands. The significant number of sentences in ALL CAPS abrasively shouted at me, and it felt horrible. The author's anger poured off the page like hot acid. I didn't particularly appreciate anyone yelling at me; it made me want to leave.

I finished reading through this latest section from my client's initial draft—her first book. She'd written her inspirational story of overcoming a debilitating health crisis and finding her way back to wellness.

I already knew her story, and it spoke to me. We'd traveled similar paths in this regard. It's ultimately how we met. The pages I held in my hands revealed examples of how many obstacles she'd faced in her journey. This part, titled "Dr. No Hope," talked about a man who almost killed her.

After reviewing this latest piece of her book, I knew she desperately needed to heal the experience before she could find peace. Fortunately, I have some background and training, which I figured might prove helpful.

I trusted my editor's eye and healer's heart—they told me we had a challenging recovery journey ahead. Helping her heal this experience would be the only way to edit this chapter. It would take patience and time.

The next day, we met on a teleconference call. I gently told her how much work this section needed and why.

"Hun," I said gently, "we are going to hold off on this part for a bit. It needs some taming. It's fairly uncomfortable to read right now—there's a lot of fury in it."

"Yeah, I know." An edge of frustration crept into Karen's voice. "But I still feel *so angry* for how much worse he made things for me. For how he stole all hope from me. And—for all the time he wasted."

"I understand. I'd be pissed too. But you want to *tell* your story—not burn your readers' eyeballs with wrath. You'll singe their fingers, they'll drop the book, and never pick it back up."

She laughed at the image.





## Getting to Know Paula... (Healing Karen, Page 2)

I continued, "We'll tone it down—so readers can gain from your experience. We will take our time with it. In the meantime, let's edit the other chapters. We will occasionally talk more about your experiences leading up to Dr. No Hope and the subsequent events."

She was glad to hear I had a plan for smoothing things out. She knew this part felt too angry but didn't quite know how to tame it.

Over the next several weeks, I interviewed her many times about various segments of the book—filling in gaps. This helped me clarify events and work the extensive edits into the next draft.

When we discussed Dr. No Hope, the tears and anger flowed. During her treatment, Karen had several doctors working on her difficult case. One of those doctors referred her to Dr. No Hope, a psychologist who practiced Christian counseling.

She repeatedly tried conveying her needs to them—but they wouldn't listen. She wanted to find the root causes for her various symptoms and use "alternative treatments" to heal them—ditching useless prescriptions. It turns out Dr. No Hope was an older gentleman who didn't seem to understand what she meant by alternative treatments. *None* of her doctors grasped such a strange concept.

His ideas of alternative treatments involved electroshock therapy. He told her it could induce lifetime seizures. He made it sound like the "only hope" she'd have to get better.

Mortified, she went home, sobbed, and sank into the deepest depression she'd ever known. Her "only hope?" She'd rather kill herself—get the suffering over with.

She eventually wrote in her final manuscript, "I went home and thought of different ways I could leave this life behind."

I empathized with what a thoroughly hopeless time she'd gone through. I could understand her anger with not being heard or given any reasonable options—causing her so much suffering.

I tossed a thought out to her. "You know, being an older fellow, he went to school long ago and there were no real alternative therapies readily available. He never received any training in what you requested—therefore, clueless."

Over a few weeks, she began letting go—and understanding he did the best he knew how to do with the relatively limited schooling of his time.





## Getting to Know Paula... (Healing Karen, Page 3)

"Maybe," I suggested, "you were God's tool to help him learn better. And God only knows what lessons this doctor had for you through this experience. After all, you are telling your story and bringing it into the world to help others."

As we gradually edited the Dr. No Hope chapter through several passes, we re-worked the paragraphs. We replaced the ALL CAPS with regular text. We tamed the words and phrases. It took weeks, but before we finished, she occasionally brought me back to this section and suggested more word-taming and compassion.

Her actions—the evidence of how much she'd healed—caused my heart to swell with gratitude. She'd progressed as I'd hoped. It ended up as the chapter requiring the most work, but it's also the one that brought her, I believe, the most restoration. Publishing her book became only the beginning of her bright future.

Her writing became a healing process. I felt honored to participate as her editor—a joy for me. I love helping my clients reach and benefit more people. I enjoy guiding them in how best to communicate the message they meant to say all along. It's fun to help them shine.

~ ~ ~





## Services and Investments Chart

I specialize in the following services:

<b>Service Description</b>	<b>Estimated Investment</b>
Article/Blog Post (depending on length)	\$200-\$1,000/post
Case Study	\$1,200-\$2,000
Editing (articles, blogs, book manuscripts, capstone projects, thesis...etc.)	\$50-\$75/hour
E-Newsletter / Newsletter	\$600-\$1,500/page
Speaker Bio (depending on purpose and length, up to 600 words)	\$250-\$500
Website Content—home page	\$1,500-\$3,500
Website Content—other pages	\$750-\$1,250/page
Writing Coaching	\$550-\$1,500/month

I can also provide:

<b>Service Description</b>	<b>Estimated Investment</b>
Email—short copy	\$250-\$2,000
Email—long copy	\$750-\$3,500
Landing page	\$950-\$3,000
Thank You Page	\$150-\$300

These tables are estimations and may vary depending on the size of a project and how much research is required. My services are not limited to these, but serve as a guideline for any not listed.

These prices will expire on December 15<sup>th</sup>, 2021, at which time, a revised list and comprehensive Information Packet will be available.





## Paula's Writing Samples

### Speaker Bio (150-600 words)

#### Speaker Bio for an Annual Regional Amateur Radio Operators' Convention

Paula High-Young, KZ5YL



Eerie nighttime sounds coming through her clock radio. Hearing a Lincoln, Nebraska AM broadcast station some nights—in *Albuquerque!* These astonishing childhood experiences sparked Paula's interest in the airwaves.

Years later, observing her stepdad's extensive ham radio involvement (W5FHA), her interest rekindled. Maybe she *could* "learn all that electronics stuff." She became licensed in 2004.

Paula participates in Field Day operations. She enjoys making contacts, and the camaraderie of amateur radio. Even without an electronics background, she has grown her knowledge, taking the leap to upgrade her license—General in 2014, and up to Extra Class in June 2019.

Intrigued with many aspects of amateur radio, she experiments as time allows, anticipates building some stuff, and is eager to mentor young hams. She helps Greg, AF5SP with radio comms on his high-powered rocket launches and hopes to dabble with satellite communications.

Paula is a Skywarn-trained weather-spotter and all-around weather-geek. She holds a Bachelor of Science in Communications. Additionally, she's a hot air balloon pilot, a skilled amateur photographer, copywriter, editor, writing coach, and a holistic health coach—operating her own business, Holistic Wellness Writers.

Paula and her husband, Danny call Albuquerque, NM home. They also have a house near Tucumcari, NM—Danny's hometown. One of Paula's future goals is to RV-travel with a ham station—make contacts, and photograph America, the Beautiful.





## Restaurant Promotion Letter (Samples)

Disclaimer: Sample piece. I was not hired by this restaurant to write this, but it illustrates the excellent results I can deliver. This could be a promotional, long copy sales letter—for potential inclusion in a hotel welcome booklet.

### This Weekend, You Can Enjoy a Gourmet Dinner in a Beautiful, Historic, Hand-Built Adobe Mansion, While Watching Our Majestic Sandia Mountains Change Colors at Sunset, From Purple to Peach to Watermelon.

May 12<sup>th</sup>, 2012

Welcome to Albuquerque, New Mexico. It's so nice to have you visit. There is plenty to do here and lots of great places to eat. And you can probably schedule a hot air balloon ride one of the mornings you're here... if you have time.

What brings you here? Perhaps you're here to consult with clients. Maybe you're attending a seminar all weekend. Or possibly you're visiting because you heard it's a great place to relax amongst beautiful desert views.

But for now... I'll bet you're hungry! You've no doubt heard there are lots of good places to eat in Albuquerque. But if you're anything like me, you look at the long list and you have a tough time deciding. Or you just don't know which places are really good.

The last thing you want to do is go someplace a stranger recommends that turns out to be... not so good. Wasted time. Wasted money... and a disappointing experience? Who has time for it?

Since I value your time, and I want you to enjoy your visit, let me recommend a place I love to have a nice dinner.

It's a place I usually save for special occasions, like birthdays and anniversaries. But I'm so excited you are here—I want you to experience the best dinner in the Albuquerque area. Make reservations, while you're here.

The Prairie Star Restaurant is nestled on the sprawling, green, Santa Ana Golf Course, located on the Santa Ana Pueblo. Although it is far removed from the bustle of the city, it's really only minutes north of Downtown Albuquerque, New Mexico, and only a couple of minutes south of the Hyatt Regency Tamaya Resort & Spa.

When you walk in, you'll notice the relaxing ambiance. You'll be greeted by a warm, pleasant staff member who will seat you promptly at your table. You might notice the soft, soothing background music that's usually just right.







I always request a table by an east window. It's a most breathtaking view to enjoy while you dine on equally exquisite food. As you read the menu and try to decide what to order, you can't help but notice the feast for the eyes, just out the window.

You'll look out over the lush green course and cottonwood trees. Beyond this soothing scene is the river and the rambling Rio Grande Valley. And east, past the river, the land sweeps upward into the majestic Sandia Mountains. As sunset approaches, you'll see how the Sandia Mountains got their name. "Sandia" means "watermelon" in Spanish.

As the sun reaches the western horizon, the mountains take on the most beautiful, pink-orange, watermelon color you have ever seen in nature. The surrounding sky changes from our usual bright turquoise, into several hues of peach, pink, rose, and magenta.

In the Southwest Desert, the sunsets go quickly, so be sure to watch. As the sun disappears behind the horizon, sunset finishes with an indigo-purple sky peppered with stars.

And that's just the spectacular view you can look forward to while you order and dine. But believe it or not, the view does NOT upstage the menu selections.

The menu choices are as unique as they are phenomenal. There are several options in each menu section, and they change a couple times per season.

One reviewer said this about the various menu items, "...there were several hints of regionality..." and it's true. I find choices at this restaurant which are so unique, that I've never found anything even close anywhere else. The items all sound so wonderful and I always have a hard time choosing.

Here are past examples from each section of their menu...

You can select from an Array of Appetizers, such as:

Wild Mushroom Bruschetta

Roasted Garlic, Warm Kataifi Encrusted Chevre, Kalamazoo Olive Trepanned

... and Splendid Salads, like:

Spinach & Bing Cherry Salad

Lemon-Pecorino Rustico, Pie Spiced Croutons, Toasted Almonds, Citrus Vinaigrette

...and Enticing Entrees, for instance:

Blackened Atlantic Salmon

New Mexican Cactus Gumbo, on a Bed of Wilted Greens, Avocado Crema.



**Pinon & Local Cheese Ravioli**

Spinach, Oven Dried Tomatoes, Spring Vegetables, Herb-Pesto Cream Sauce, Parmesan Cheese

**Pinon Smoked Beef Tenderloin**

Savory Peach Corn Pudding, Wilted Spinach & Onions, Emmentaler Cheese, Cracked Pepper Demi-Glace

**White Marble Farms Pork Chop**

Red Wine Apple Butter, Asparagus Horseradish Smashed Potatoes

In every case, the presentation is as artful and inviting as the food is diverse and delectable.

And the desserts? Oh... save room! The Prairie Star desserts are amazing. Every time I go, it seems they have a few new ones. But there are always some favorites which linger, like the flourless chocolate cake. It's so good I can't believe it's legal. Let's just say their desserts are a heavenly climax... um... perfect ending to any of their divine dinners.

And it's not just me—A lot of people love this place. The Prairie Star Restaurant has earned several awards. Patrons reviewing their visits, through sites such as “The Open Table,” “City Search,” and others said this:

“...I would recommend this to out-of-towners as there were several hints of regionality on the menu, including bison and the use of red chili seasonings in the bread and some of the appetizers.”

“...My wife and I would highly recommend the Prairie Star the next time you're looking for a romantic dinner, relaxing atmosphere, and stunning view of the Sandia Mountains which adds to the overall experience that is truly inspirational.”

The Prairie Star Restaurant has also earned awards from various newspapers, travel publications and websites, such as 10Best.com. 10Best.com lists The Prairies Star in the top 10 restaurants of the Albuquerque area, and says this about them:

“Built in the 1940s, this 6,000-square-foot adobe house is now home to an extraordinary fine dining experience. Plenty of standard New Mexican favorites served with a Native American flair. Other entrees include filet mignon, salmon palliard, and grilled ostrich filet. Hand-carved fireplaces and an open view of the mountain further add to the ambiance.”





La Cocinita Magazine's Second Annual Critics' Choice Awards 2002, listed the Prairie Star for:

Best Desserts: “The beautifully presented and beautifully prepared desserts at Prairie Star are consistently stellar.

Best Atmosphere: “The hundred-year old hacienda that makes up most of Prairie Star's dining area kills us with its smooth adobe walls, warming kiva fireplaces, laced vigas and jaw-dropping view of the Sandias. One panelist said, ‘Next time I'm bringing a pillow and staying the night!’”

Best Restaurant if You're Not Paying: “Come on, we'll take you anywhere you want to go. What's your favorite restaurant?’ Why is it when people ask you that you can never remember a single one of your favorites where dinner costs more than the \$20 you have in your own pocket? Let us refresh your memory. In Albuquerque, it's best to pass the bill at Prairie Star.”

Best Restaurant Wine List: “The immense cellar and immeasurable depth of knowledge possessed by Prairie Star sommelier Sam McFall make this Wine Spectator award-winner an easy choice for our panel.”

And yes, as just mentioned, The Prairie Star has earned the “Wine Spectator Award of Excellence,” since 1994. The Prairie Star boasts on the 999dine website, “nearly 30 wines by the glass and 450+ selections which currently comprises some 2,000 bottles.”

There were lots more awards, but I'm getting hungry just reading about it. My memories, they are so fond. I can hardly wait to go again. How about you?

They are open Tuesday through Sunday, 5:30 pm to 9 pm. So make a reservation while you're in Albuquerque.

Enjoy the food and the view.

*~Paula*

Paula High-Young,  
Albuquerque, NM





## Business Proposal, Chef Missy Will (Samples)

I was commissioned by colleague, Janice Hurlburt (Online Visibility Specialist) who had begun designing this package when they needed a copywriter and brought me in.

Project: 9-Page Business Proposal from Chef Missy Will, Sommelier, Event Planner—to Temecula Olive Oil Company.

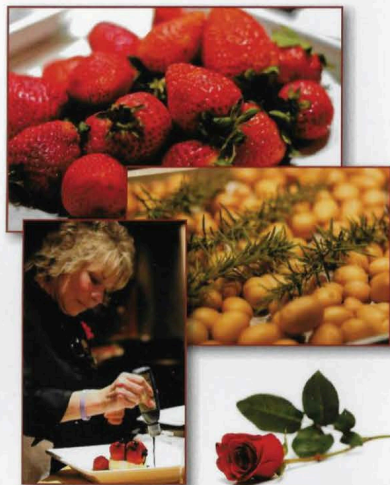
### *Business Proposal for Temecula Olive Oil Company*

3/14/2018

*by Chef Missy Will*

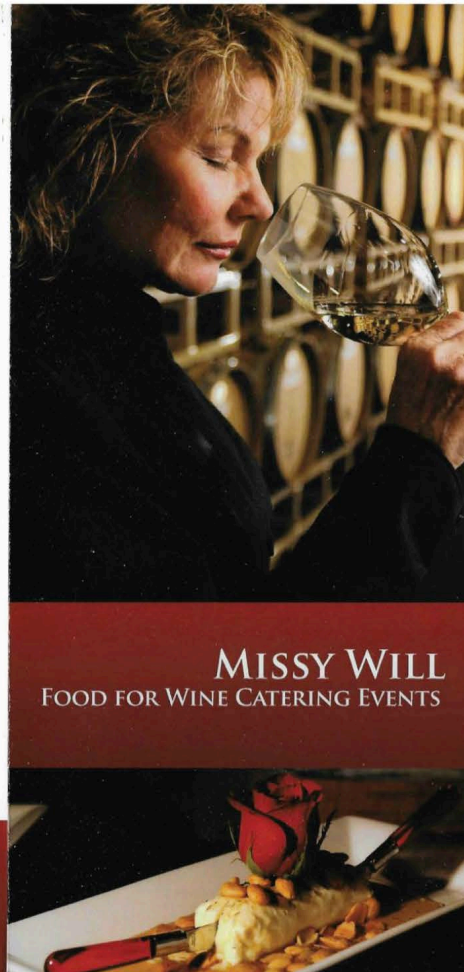
#### CLIENT LIST

- Microsoft
- The Boeing Company
- Whole Foods
- Land O'Lakes
- National Association of State Fire Marshals
- Seattle Dentists Study Group
- Corinthian College
- Trilogy Community Resort



CALL MISSY FOR EXPERTISE BENEFITING YOU...

(714) 299-2830





# PROPOSAL FOR Temecula Olive Oil Company

CHEF | EVENT PLANNING | MANAGEMENT | SALES | CORPORATE TEAM BUILDING

PRESENTED TO NANCY CURRY  
PROPOSAL BY: MISSY WILL

Company Name: Missy Will  
Company Owner: Missy Will  
Company Phone: 714-299-2830  
Company Email: [Missy@missywill.com](mailto:Missy@missywill.com)  
Company Web: [www.MissyWill.com](http://www.MissyWill.com)

Company Name: Temecula Olive Oil Company  
Company Owner: Nancy Curry  
Company Phone: 1-866-654-8396  
Company Email: [nancy@temeculaoliveoil.com](mailto:nancy@temeculaoliveoil.com)  
Company Web: [www.TemeculaOliveOli.com](http://www.TemeculaOliveOli.com)

Missy Will is pleased to respond to your request for proposal to co-create a conscious business opportunity using her skills and talents as a professional chef, sommelier (WSET), culinary instructor, successful sales person, marketing guru, and 35-years experience in the hospitality industry. While representing the Temecula Olive Oil Company in the Orange County region, Missy will use her history of passion and creative approaches to increase and build a solid foundation of customer relationships with existing members, in addition to bringing in new members.

## PROPOSAL

Missy Will is available to start with (TBD) hours/week or month with a start date of (TBD). She proposes a 60-day review of objectives and goals evaluation for Temecule Olivie Oil Company's membership outreach, promotions, upcoming events and marketing plans. This ensures our co-creational relationship is sustaining Temecula Olive Oil Company's plans, short and long term goals. Thus establishing the Temecula Olive Oil Company as a high, in-demand location for local members and worldwide tourists, alike. This will grow the company's well-known reputation in the California olive oil industry as a high-quality producing olive oil and family-owned Olive Ranch here in Temecula.







## PROPOSAL FOR Temecula Olive Oil Company

### MY OBJECTIVE AND GOALS

We will schedule two “Let’s connect and meet” planning times, via Skype chats, each week or in a Video Conference call. We’ll get into flow with the Temecula Olive Oil Company team and co-create strategies. As excited ideas surface, we will create appropriate action plans. This also supports each team member in gradually replacing time-costly practices with more time-efficient method-swaps. We will encourage ideas and creativity to emerge while maintaining excitement about products and services—both existing and new.

### THE EXECUTIVE SUMMARY

As with any new venture, Missy Will brings her entrepreneurial spirit and enthusiasm. She loves the romance of a “lifestyle” business, the excitement of embarking on a new adventure, and the potential for success. She is all about putting together a plan with realistic expectations, that can help turn Temecula Olive Oil Company’s passion into an added profitable business. She realizes that timing is everything.

### DESCRIPTION OF ROLES TO CO-CREATE WITH THE TEMECULA OLIVE OIL COMPANY

#### Orange County, Temecula Olive Oil Company Wholesale Representative

- As a Professional Chef and Sommelier (WSET), selling Temecula Olive Oil Company to restaurants, wineries, catering companies, private chefs, boutique markets, and local farms.
- Using her real estate license and connections in the real estate business, present Temecula Olive Oil Company products to high-end real estate agents and offices—as close of escrow gifts and for catering to open houses and broker previews.
- Present to Doctor’s offices with an interest in nutrition.
- Being the face for the Temecula Olive Oil Company in Orange County and representing Temecula Olive Oil Company products at area Chamber of Commerce events, non-profit events, hospital charities and gift shops.

[Page 3 of 9]





## PROPOSAL FOR Temecula Olive Oil Company

- Follow-up on potential interested businesses from local Temecula Olive Oil Company advertising and social media inquiries.
- Taking pictures and videos at Orange County events to be shown on Social Media.
- Holding in-store Corporate Tastings and Concierge Tastings.
- Immediately available for anything local coming up in the Orange County area for Seal Beach and Laguna Beach tasting rooms.

### Director of Corporate Team Building and Events

- I will write all the CEO's of appropriate corporations in Orange County and introduce myself and Temecula Olive Oil Company. I'll showcase the local Corporate Tastings and the full-day Team Building events at the Ranch.
- Managing Temecula Olive Oil Company Club membership Happy Hours in each tasting room.
- Managing Temecula Olive Oil Company Corporate Team Building at the Ranch and different local venue's surrounding each tasting room.
- Developing advertising to market Temecula Olive Oil Company's Corporate Team Building.
- Speaking at local business venues surrounding tasting room areas.
- Managing the Tasting Room Managers and their local events.
- Organizing Temecula Olive Oil Company Club Membership pick-up parties or thank you tastings.
- Manage content and videos for the website coming from a corporate perspective for events, team building and marketing.

[Page 4 of 9]





## PROPOSAL FOR Temecula Olive Oil Company

- Organizing the farming community and marrying them with the business/corporate community.
- Serve as the face of Temecula Olive Oil Company at high-end hotels and resorts.
- Holding concierge industry tastings in each local tasting room, so they can taste, touch and experience Temecula Olive Oil Company products.
- Marry Temecula Olive Oil Company's products with wineries at tastings in their tasting rooms.
- Manage demonstration staff at local boutique markets to give new customers the opportunity to distinguish Temecula Olive Oil Company's products from other brands, clearing up any confusion when deciding on which olive oil to buy.
- Managing culinary schools, locally and at the Ranch.
- Manage the HR Directors and attend their meetings and events, as this gets to the root, of team building.
- Putting on the right event for the right group. Making it fun as well as a learning experience is the perfect way to build stronger working relationships within a company. Strive for this to be an annual event for the company, with scheduled follow ups to book future team building events, corporate receptions and holiday private client dinners.

### My Soul Work with Temecula Olive Oil Company:

- Missy Will is on hand to provide personal service when the website is not enough to address clients' needs.
- Gives impeccable attention to the Hospitality and Organic Lifestyle that Temecula Olive Oil Company represents at all times.

[Page 5 of 9]







## PROPOSAL FOR Temecula Olive Oil Company

- Will boost the local and statewide visibility of the Temecula Olive Oil Company, and index those products and gain access to opening many doors.

### Recommendations by Missy Will for future projects to include:

- Bridal Registry
- In-Home Tastings
- Commercial kitchen at the Ranch
- Combined tasting rooms for Wine and Temecula Olive Oil Company.
- Olive Oil Pairing Dinners bringing in different owner/chef's to create Cross-Marketing revenue and exposure.
- Live Cooking Demonstrations in each Tasting Room to bring in young chefs, and those still in culinary school, creating marketing for more Millennials to become club members and events.
- Themed corporate team building—Speed Networking outdoors on the Ranch with trivial Olive Oil questions. Temecula Olive Oil Gift Baskets will be awarded as prizes, if they know the answers to Olive Oil questions for each round. An engaging, get-to-know-you event incorporates a series of fun and challenging icebreaker activities, which are conducted in small table group rotations. After every 15-minute challenge, teams are quickly reformed and a new challenge begins, allowing for maximum networking opportunities.
- Creating a Cult lifestyle brand using the Temecula Olive Oil Company as the staging area, the Ranch and the Olive Oil products. For example, read this blog post for ideas to incorporate and create the lifestyle experience you are seeking for the Temecula Olive Oil Company Ranch. <https://www.personadesign.ie/whats-a-cult-lifestyle-brand-and-how-do-you-create-one/>

[Page 6 of 9]





## PROPOSAL FOR Temecula Olive Oil Company

- Focus promotion and marketing on highlighting the “Experience” and “Lifestyle” of an Olive Oil producing Ranch in the middle of Temecula Valley’s famous winery. A family-owned company that markets its products to embody the interests and awareness of Olives properties and benefits, seeking to inspire and guide people with tours of the property.

**Recommendations related to targeting Real Estate Industry, offering open house small exclusive parties. House warming dinner gift the RE Agent will gift to the new homeowner.**

- Research locations to have Olive Oil education theme workshops, then add as an event on your website.
- Create a postcard with gift ideas to leave with local real estate offices. A “Congratulations Close of Escrow” celebration time at close of escrow. Visit “Temecula Olive Oil Company,” enjoy a dinner package experience on location at the Ranch.
- Create an opt-in marketing funnel, leading to a free gift basket (limit time drawing) with the purpose of building your email list to promote tours and events via email marketing.
- Add a YouTube video as a featured video on your Facebook Business Page showing tours, dinners and other types of events in your video. It does not need to be professionally done. Authentically done video will get you more results. Same for Facebook LIVE videos.

### Website Review

**Your Website Meta Description for the home page:** *Recommend website editing to include targeting new membership, selling the Lifestyle, an invitation to come to the Ranch to experience “farm to table” dinners, tours, and weddings.*

Chef Debbi will have you feeling the luck o’ the Irish with this delicious St. patricks Day inspired menu. Experience the delicious flavors of Chef Debbi’s favorite Temecula Olive Oil Company products as she pairs them perfectly with each recipe! Seating is limited and by reservation only, please call (562) 296-5421 to reserve ...

### CHEF MISSY HAS THE EXPERTISE AND KNOWLEDGE

She has 35 years of hospitality experience successfully entertaining clients and planning events in California, Hawaii, Arizona, and New Mexico, as well as internationally. Missy has experienced food and wine in 11 countries.

[Page 7 of 9]





## PROPOSAL FOR Temecula Olive Oil Company

Missy is a veteran of cooking schools all over the country. She spent ten years, taking cooking classes from William Sonoma and gives credit to Chef Instructor Lisa Parisi for inspiring her to enter into Laguna (Calif.) Culinary Arts Professional Chef Program.

During her years of organizing and presenting at private events, corporate events, team-building programs, event planning, office catering, marketing and winery sales, she has served leading corporate clients such as Microsoft, Land O Lakes, U.S. Fire Marshals, Whole Foods, Seattle Dentists Study Group, Corinthian College, and Trilogy Community Resort.

She developed a Concierge Program to bring resort hotel guests, conference and corporate parties to the Winery and Kitchen. Individual post-event follow-up resulted in 35% to 40% of new clients enrolling as new members in Woodhouse Estates Wine Club.

### WHY CHOOSE ME?

Missy Will is known for her love of food and wine, her attention to detail, her warm and engaging personality. In the kitchen, she “cooks with her soul” and treats every kitchen as her “Sacred Space.” She shares her teaching techniques and principles with cooks and home chefs of all skill levels. She hand-selects recipes and ingredients, preferring “a tree-to-table approach” when available, to ensure your culinary results yield the highest quality value, bold nutritional value and standards, and your presentations will be mouth-watering.

I’m so excited to have connected with you, Nancy—and for this opportunity to present my proposal. I look forward to the continued momentum we’ve started. Lots of Olive Oils Ahead!

Kind Regards,

*Missy Will*

[Page 8 of 9]

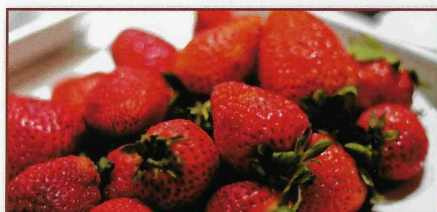




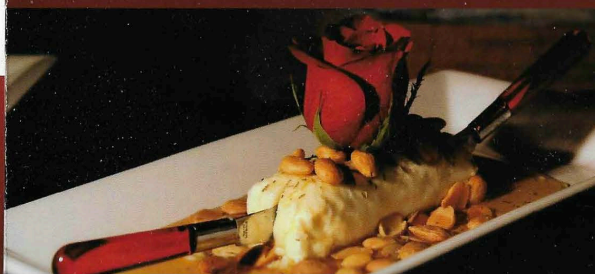


## CLIENT LIST

- Microsoft
- The Boeing Company
- Whole Foods
- Land O'Lakes
- National Association of State Fire Marshals
- Seattle Dentists Study Group
- Corinthian College
- Trilogy Community Resort



**MISSY WILL**  
FOOD FOR WINE CATERING EVENTS



CALL MISSY FOR EXPERTISE BENEFITING YOU...

(714) 299-2830





## Case Study, Coach Marylee Pangman (Samples)

### Case Study



#### The Challenge:

Paula High-Young, owner of Holistic Wellness Writers, was trying to grow her business but didn't really know how. She needed to bring in more business. She was feeling lost, frustrated, and getting limited traction trying to do it on her own.

#### The Solution:

Paula began working with Coach Marylee in 2017.

- Business Mentoring
- Insightful, bi-weekly coaching calls
- Brainstorming on strategies
- Proven business-building tools
- Mastermind Group calls with other holistic business owners who also work with Marylee

#### The Benefits:

- Great accountability
- Experienced business guidance
- Fresh ideas coming in all the time
- Saved thousands of dollars in wasted trial & error on strategies which wouldn't have worked for her business type
- Has brought her part-time business up to her current target income.
- Mastermind Group has connected Paula with new colleagues and friends
- Helps her keep updating goals
- Eliminates the potential solitude from being a Solopreneur

### New Mexico Holistic Health Writer Heals Her Business with Coach Marylee's Guidance



"I'm so happy Marylee has helped me gain the business traction I've needed for a long time. She has so much insight.

"It's one thing to have the training you need in your chosen field—great. However, when you start working to build a business, if most of your field-training doesn't help you construct this endeavor, you can get stuck. Surprise! You really need some mentoring to get where you want to go. I'm so grateful to have found Coach Marylee."



When health issues force you to leave the regular workforce, you need to figure out how to replace your income, and fast. You might need to get creative.

Paula High-Young of Holistic Wellness Writers did just that. She took her passion of writing, her training as a copywriter, and her research and background in alternative wellness and she created a company.

#### What You Don't Know Could Kill a Business

What she didn't realize was how much there was to know—and learn about running a business. As a new company, she tried to figure it out on her own for some time. Paula recalls,

"I felt like I was spinning my wheels."

By the time her company was 5-years old, the DIY approach had produced small results.

She needed to resuscitate her income and cure her business. Apparently, running a business would require additional skills. But how to acquire the knowledge?

#### Hunting for a Cure

She read business-building blogs, searched Google, and talked with fellow biz-owners. Paula said, "I had worked with coaches before. So, I fully understood the value of working with a mentor."

Case Study of Paula  
from Holistic Wellness Writers

1







## Case Study



### Customer Profile:

- Alternative Health & Wellness Copywriter since 2007.
- Holistic Health Coach since 2015.
- Solopreneur Located in Albuquerque, New Mexico, USA.
- Works Part-time from Home Office.
- Her aim: To start out slowly, build gradually, and finish strong by earning well and working about 25 hours a week.

"Marylee has helped me learn about running a business, how to shift my thinking, to hone my daily focus, where to spend my attention, and how to track and measure my progress. I'm forever grateful."

~Paula L. High-Young  
Owner-President  
Holistic Wellness Writers

She needed to find someone who could accommodate her health issues and her need to work part-time. They needed to have a holistic mind-set, and they needed to be affordable.

### *The Universe Works in Mysterious Ways*

Ultimately, a series of synchronistic emails, a phone call, and a webinar led Paula to sign up with Natalie Hill, whose program also offered additional coaching with Coach Marylee. This is how Paula found Coach Marylee.

Paula remembers, "I immediately liked Marylee's straight-forward approach. The more I worked with her, the more I liked her." Paula also enjoys Coach Marylee's intuitive nature and the way she digs into issues a client faces and helps come up with new ideas.

### *The Perfect Prescription for Healing a Business*

Paula mentions, "I continue working with Marylee, because #1, I like her. #2, she understands me, and my business better than most people do. And #3, Marylee is effective at moving me forward—we work quite well together."

### *No Negative Side Effects Here*

Many of the benefits Paula has experienced from working with Coach Marylee, are from learning to see business building differently than before.

Paula has found more clarity on her business goals, learned how building a business is a "sprint, not a race," and now makes most days much more productive. She is no longer "winging-it." Paula now has plans in place for growing her business. She highly recommends working with Coach Marylee.

### Working with Coach Marylee enabled Paula to:

- Quell the unhelpful feeling of needing to get *everything* done immediately.
- Embrace the concepts of "All things in good time" and "As long as you are doing something toward your biz every day, you'll get there."
- Shift her mindset into a calmer and more productive one.
- Increase focus and work toward bigger goals than she could have previously imagined.
- Allow herself to work in her own unique ways, with her distinctive views the world.



### For More Information:

For more information about Coach Marylee Pangman, visit <https://maryleepangman.com/>

For more information about Paula and Holistic Wellness Writers, visit <https://www.holisticwellnesswriters.com/>

© 2019, Coach Marylee. This case study represents the individual experiences of this customer. Coach Marylee Pangman does not guarantee these results will apply to all customers.

Case Study of Paula  
from Holistic Wellness Writers 2

