



Marissa Carter
Writing Samples Portfolio - Page 1

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Introduction Letter

Hello There!

Welcome to my portfolio. My name is Marissa, and I am a content writer with over nine years experience writing for audiences both on and off the internet. In that time I have been blessed with clients that spanned the globe, and encompassed a huge variety of industries.

The name of my business, Lost Scribe Ink, was inspired by the wandering scribes of old: Writers who were known for listening, observing, and accurately recording the histories and traditions of the people they encountered. Just like the scribes that came before, my true passion is learning, understanding, and capturing the essence of the messages to be shared.

In the same way that I strive to preserve the individuality of my own company, I work hard to ensure that I stay true to the messages and branding of each client and company I work for. I do this by getting to know my clients, learning as much as I can about the products they offer, and by studying the target market that we want to appeal to. I then use my extensive knowledge and experience to craft messages that draw people in, turning prospects into loyal customers, and customers into brand ambassadors.

Thank you for taking the time to explore my portfolio. These pages contain a smattering of the writing I've done for various clients over time. My goal with these pieces is to show the versatility and customization that is possible with a little creativity and knowledge of the target audience. I've had to change a few names and remove links to protect privacy and copyrights, but otherwise the pieces are complete as published.

I hope you enjoy what you read. Please don't hesitate to ask if you would like to see more examples of my work in any particular style or industry.

Happy Reading!
Marissa



Writing Samples

Product Descriptions & Short Web Page Copy

Product Description Sample 1 - Sugar Snap Peas

Sugar Snap peas have bright green, rounded pods with small, immature peas inside. Like snow peas, the whole pod can be eaten. Sugar Snap peas have a mildly sweet flavour and light, crisp texture. They are delicious raw or cooked in a number of ways, especially stir-fry.

Choose sugar snap peas that are bright green, with no yellow or brown patches. Store sugar snap peas, wrapped in plastic, in the crisper section of the fridge for three to four days.

Serving Suggestion: Heat one tablespoon vegetable oil in a wok until shimmery. Add one clove minced garlic and cook until fragrant. Add 500g sugar snap peas and three chopped shallots to the wok and stir-fry for four minutes. Remove from the heat and toss with one tablespoon chopped mint. Salt and pepper to taste and serve warm.

Did you know? Sugar snap peas are a cross between garden peas and snow peas that were developed in the 1970's. They are often mistaken for snow peas, but can be distinguished by their curved pod and plump appearance. They are the sweetest and most tender variety of peas.

Product Description Sample 2 - 12G Long Range Nitro Cartridge

Long Range Nitro is a standard 12 gauge 2 ¾ shotgun shell which produces a smoke trail and a loud report during flight to scare away conflict causing wildlife.

This bird scaring cartridge is designed to be used with a 12 gauge shotgun. When fired a small charge expels the cracker with a smoke trail and loud report.

The 12G Long Range Nitro Cartridge can be used for:

- Bird Mitigation
- Flying Fox Dispersal
- Other pest prevention

12G Long Range Nitro Cartridges come in a red case with white top. There are shells per case with 25 shells per individual plastic inner box.

Contact us today for more information or to request our Material Safety Data Sheet.



Web Content Sample 1 - Eye Makeup Technique Lesson

Do you know how to give your round eyes a flattering cat-like shape? Do you know that with a few subtle changes your eyes can go from professionally pretty to drop dead gorgeous for a night on the town? Book an Eye Makeup Technique lesson at the Brow Bar and your Arch Angel will show you these techniques and many more for choosing the best colours, and getting the results you want from your eye makeup every time. It only takes 30 minutes to learn the techniques that will make your eyes irresistible!

Angel Tip: Book an eye makeup tutorial each season to stay on top of the trends and learn which of the season's colours are best for your eyes.

Web Content Sample 2 - Lace Wedding Bands

Lace wedding bands have a look that is as whimsical as it is beautiful. These rings contain so many fine details that you could get lost for hours tracing the patterns and following the curves. The intricate patterns have a subtle, poetic look on a single metal ring, and really stand out on a two toned ring.

When seen for the first time, a lace wedding band is guaranteed to get a big reaction. They are the snowflakes of wedding rings, each one startlingly beautiful in its own way. This ring, more than any other, sends the message that the person wearing it has big dreams and is not afraid to share them.



Blog Posts and Articles

Blog Post Sample 1 - Enhance Your Brand with Yard Signs

Yard signs are a low-cost advertising solution. A well-placed yard sign can be seen by thousands of people in a short amount of time, making the cost per impression almost nonexistent. Real estate agents and politicians have been using yard signs for years because they yield amazing results. They can work just as well for your business.

There are few things that can catch the eye of someone passing by and turn them into a walk-in customer like a well placed custom yard sign. People see yard signs as a “friendly” form of advertising, one that offers a bargain or a limited time special. Even the most durable yard sign seems temporary to the average consumer. They know that the sign they see will not be there forever. They want to act on it immediately so they don’t miss the deal you are offering.

Could You Use a Yard Sign for Your Business?

One of the wonderful things about yard signs is that they are versatile enough to work for any business. This list is a very small sample of what you could use a custom yard sign for:

- Notify people about sales or store specials;
- Advertise your services (i.e. Tree Trimming by Tom);
- Post warning signs;
- Advertise your landscaping skills in client’s yards;
- Give directions or mark important places;
- Place a sign on the curb during construction to advertise the company;
- Notify people about sponsored community events;
- Recognize sponsors.

The possibilities are endless, and the cost is low enough to let your creativity flow.

Yard Sign Design Tips

The most effective yard signs are the ones that follow these basic design tips.

- **Simplicity is Best:** Use bold, primary colors and simple designs. Your lettering should be easy to read from a distance.
- **Use the Three Line Rule:** A yard sign can be effective with up to five lines of text but the more lines you have, the more you run the risk of your sign looking cluttered and losing impact. You can say a lot in only three lines. Stick to the most important points.

Line 1: Your Business Name

Line 2: Your Offer or Special

Line 3: Phone Number or Website (note: Only use a website on line three if it is memorable. Otherwise, a phone number will work better.)



- **Size:** The most common size for a yard sign is 24" x 18". Why? Because it is the size that works.

Why Should You Buy Your Yard Signs from JG Imprinters?

At JG Imprinters, there is no minimum order for purchasing yard signs. You can order as few or as many signs as you need for your business. This creates an excellent low-cost advertising opportunity for small businesses. Each sign is available at an incredibly low price, and the price per unit is not fixed. The more signs you order, the less each one will cost.

All yard signs are printed in full color on 4mm rigid corrugated plastic. Each sign is fade resistant and durable enough to handle outdoor conditions, and you have the option to order your signs with grommets for wall mounting. Ordering is easy. Just visit our Wholesale Color site to see the options and order custom yard signs for your business.

Blog Post Sample 2 - Simple Ways to Incorporate Team Building Activities into Your Office Routine

Teamwork is an important part of building a successful organization because people are happier and more productive when they are part of an effective team. Leaders should never assume that a group of employees will function as a team. Instead, they should create team building opportunities and make them a part of office culture.

The following activities are fun and easy ways to add team building activities into your daily office routine.

Observation Day

Pick one day each week when a small number of employees can observe and train in another department. Rotate participants each week until everyone has had a chance to train and observe the other departments.

As a benefit of this activity, employees will:

- Gain a better understanding of what other departments do;
- Learn the challenges and strengths that each department faces; and
- Question what they can change to assist other departments in overcoming challenges.

Collaboration Lounge

Provide a special Communication & Collaboration Lounge with comfortable furniture and free, healthy snacks for employees to enjoy. The rules for using the lounge are simple: There must be more than one person in the lounge for it to be used.



Employees must have work related, problem solving discussions while they use the lounge.

As a benefit of this activity, employees will:

- Actively seek out people to collaborate with;
- Improve office communication skills;
- Take a proactive role in problem solving; and
- Encourage others to be involved in discussions.

Capture the Flag

This is a game that is fun to play and can continue for a long time without interrupting normal business functions. Have each department create a flag and prominently display it in a public area. Tell the employees that the purpose of this simple game is to capture the flags of all the other departments. Here are the rules:

- Each team can choose the area where they will display their flag, but it must be a publicly accessible and visible area (no private offices or desks.)
- They have to capture the flag without being seen. If they are seen then the flag is returned to the original position.
- Once a flag is captured, it must be displayed next to the capturing team's flag. It is still a flag in play and can be captured.
- Teams can only capture one flag at a time.
- A team only wins if they have possession of all the flags.

As a benefit of this activity, employees will:

- Be more excited to come to work;
- Have a great time making plans for executing a stealthy capture, which will improve communication skills;
- Problem solve to determine the best way to place and guard their flag; and
- Build appropriate work friendships with teammates.

Incorporating these team building activities into your office routine will raise morale while helping employees build relationships and develop communication skills. Don't worry about the time spent on any of the activities. The time cost is minimal when compared to the amazing benefits you will begin to see in your team.



Article Sample - Healthy Take Out Alternatives

Healthy eating has become a priority for most families as they begin the new year.

The trend in the past has been to rely on take out food to make meals convenient when there is little time for shopping. Take out food tastes good, but is often packed with more fat, sugar and salt than the home-made alternatives would be.

Chloe Beckett, working mother of three, was concerned about the health of her family due to the amount of take out food they were consuming.

“Our eating was out of control,” Beckett states, “I just didn’t have the time to visit a shop and still cook a meal after working all day. It was more likely we would stop by the Hungry Jack’s and grab something quick.”

Since recognising the problem, Beckett has managed to keep the convenience of take out food while still adding nutrition to meals by scheduling fruit and vegetable deliveries from a local online supplier, Fruit Company.

“Deciding to have fruit and vegetable delivered is the best thing we could have done,” Beckett declared, “Now I come home and the food is already there, just waiting to be fixed.”

Once the question of convenience is answered, all that is left is to address the cravings for take out foods.

People who are used to eating burgers and pizza on a regular basis may have trouble making the change to preparing food at home.

Since the cravings come from a need for certain flavours, it is easy to create alternatives to take out favourites at home using healthier ingredients. There are abundant recipes online to help families decide what meals to choose.

- Swap Domino’s for home-made Tomato and Eggplant Pizza.
- Drive right past Noodle Box and stir-fry some Kung Pao Tofu at home instead.
- A Portobella Mushroom Burger with Avocados will satisfy the burger cravings.

“The kids love making their own pizza so much, they don’t even notice that it’s mostly vegies,” said Beckett when asked of making healthy take out alternatives at home.



Promotional Emails

Email Sample 1- Subject: Discover the Biggest Secret of Great Leadership

Dear Jim,

Whether you're pulling in record sales or breaking out a new creative concept, there is no better feeling in the world than leading your team to victory. Could you use more of these great leadership moments?

Leadership Innovations can help.

Would it surprise you to learn that all great leaders have one thing in common? They all know this one leadership secret... It's not about you!

- Great leaders know that they are only as good as the team they lead;
- Great leaders know how to bring out the best in every team member; and
- Most importantly, great leaders know how to recognize and reward team members in a way that empowers them to learn and grow every day.

If you are reading this message then you have already decided that it's your time to shine as a great leader. Consider this your personal invitation to unlock your potential for greatness by attending a Leadership Innovations Leadership Academy.

The experts at Leadership Innovations are ready and waiting to design a program that will help you become the confident and mindful leader you dream of being. Click here to learn the secrets of being a great leader and find out what a Leadership Academy can do for you.

I look forward to working with you in this exciting new phase of your life, and your career.

Sincerely,
Founder/CEO



Email Sample 2 - Webinar Promotion - Subject: Starting Soon! Are you ready for The Productivity Trifecta?

Hi [First Name],

TODAY is the DAY!

Jim and I are gearing up for our mastermind session The Productivity Trifecta: Safety, Quality and Delivery – And it's starting soon! Just imagine what life could be like if every part of your business ran like clockwork, and every customer was thrilled with your work...

Well, today we are going to help you make this dream a reality! The information we are going to share with you today will revolutionize the way you view every aspect of your business.

You'll learn:

- How to triple productivity in your business.
- How to leverage safety policies within your business to see real cost savings and increases in employee mindfulness.
- How to reduce production costs while increasing customer satisfaction.
- How to deliver quality work on time, every time.

... And much more!

This free live training event will be a game changer for your business, and I wanted to send one final reminder so you don't miss out. This is your last chance to learn the secrets of efficiency, productivity, and profitability that will take your business from average to exceptional!

We're getting started soon so make sure you're signed up!

[Sign Me Up button]

[View in your time zone]

I look forward to seeing you there!

[Closing]

P.S. You should definitely register even if you can't make it to the live event today since everyone who signs up will receive a free recording of the entire mastermind session!



Reviews

Book Review Sample - *She-Rain*, By Michael Cogdill

Life in the Appalachian Mountains in the twenties was very different than it is now, but the people weren't. This is eloquently expressed in *She-Rain* time and time again. Michael Cogdill weaves a story of survival and hope that captures readers and takes them on a wonderful journey.

This is the story of the life of Franklin Locke Jr. Unlike most "coming of age" books, *She-Rain* begins on very rocky ground. It is not a story of innocence lost. On the contrary, it is evident from the first page that there was never a time of innocence for Frank. As a young boy, he was faced with the fear of growing up with an abusive and unpredictable father.

The first chapters of the book lead readers through a tide of emotions expressed from the point of view of a ten-year-old boy. Cogdill captures the attitudes and thoughts of young Frank in such a way that he becomes real to readers. His youth enables him to lump an abusive home life and rampant drug use on the same scale as his other boyhood concerns. To Frank, the life he was given is the only one he knows, and he does the best he can with it.

As the story progresses at a delicate pace, readers grow with Frank. They get to be a willing audience as he falls in love with Mary Lizbeth, then get to feel his heartbreak when he leaves her behind. Again, the treat here is the contradiction between the lack of innocence that leads Frank to leave his home, and the child-like logic and loyalty that guides his feet.

At this point in the story, Frank, now a young man encounters Sophia. Sophia is his opposite in every way, yet she is able to see through him in a way that surprises them both. Together, Frank and Sophia begin to reconcile their separate pasts and prepare for the future. They also set the stage for the greatest love triangle that never was.

She-Rain is a tragic story of hope and endurance. The characters inside the pages are alive enough to find a place in reader's hearts long after the last page is turned.

Cogdill, Michael. *She-Rain*. New York: Morgan James Publishing, 2010. ISBN 978-1-6003770202.



Food/Product Review Sample - Gluten Free Whisk Bliss

Gluten Free Whisk Bliss is a universal cooking base that makes seriously creamy sauces, cream soups and creamy-type ingredients for other recipes. It is free from trans fats, saturated fats, hydrogenated oils and MSG. It is also my new favorite kitchen ingredient.

I want to start this review with a warning: This review is for a product so amazing that it will sound like an advertisement. There, I said it. There is nothing that makes me happier than creamy sauces (on anything and everything), and this product delivers just that. I promise, Shirley J did send me the Gluten Free Whisk Bliss to try for free, but I am not obligated to write a good review and I am certainly not a paid spokesperson... Though, at this point I wouldn't turn down the offer. I honestly adore this product. The other day I saw a post on Facebook asking what gluten free product I would most like to have a lifetime supply of and, I have to say, Gluten Free Whisk Bliss wins, hands down! You could just stop reading here and order the product for yourself, but I have plenty more gushing to do...

Ease of Use

Super easy! Use four parts liquid to one part Gluten Free Whisk Bliss, stir and heat for five or so minutes. After the initial taste-test (where I try very hard to make each product perfectly) I used this stuff a lot. In order to be as honest as possible I really tried to mess this up. I added the powder to hot liquid, I added it to cold... I even left my 13 year old daughter home alone with no instructions to make creamy potato soup. All of our results were delicious and flawless.

Appearance

There is nothing in the bag but fine white powder that smells a little like chicken bullion. Oh! And a moisture absorbing packet that my measuring cups really wanted to scoop up.

Taste and Texture

Oh my goodness gracious!! This stuff is awesome! I have used it now in so many recipes that I wouldn't even want to list them all here. Every one of them was perfectly creamy. Yes, creamy, like I had added an entire dairy farm. The liquid I used in every recipe was just plain water.

The flavor is delightful. Gluten Free Whisk Bliss is lightly flavored (for me) so for some of my recipes I had to add a bit of powdered chicken bullion or a pinch of salt. I was amazed that there was no funny aftertaste or odd smells. (I am a born skeptic and was really looking for a flaw in this product.)



Versatility

The first week I had it I used this for six different meals. I made broccoli cheese soup, creamy chicken spaghetti (my own recipe) and a host of other meals. One night I took five minutes to make a spinach gravy for my leftover mashed potatoes. The next night I took the leftover gravy and mixed it with hot white rice to create a creamy spinach-rice casserole. I am telling you, if you love creamy comfort food half as much as I do, you need to get this stuff!

Overall Value

You get a generous 32oz bag for \$19.95. It lasts a long time and is worth every penny. You can order Gluten Free Whisk Bliss from the Shirley J website. They also sell gluten filled Whisk Bliss, so double check to be sure you are getting the right one.

Rating

Gluten Free Whisk Bliss from Shirley J is a must have for any gluten free kitchen! (Especially ones who are too busy to endlessly stir sauces to get the creamy texture they crave.)



Policies & Procedures

Policies and Procedures Sample 1 - Dermatitis and Use of Gloves

Dermatitis is a preventable form of skin damage that is caused by excessively wet hands and prolonged exposure to chemicals. Hairdressers are more likely than other working groups to develop dermatitis, and nearly 70% of hairdressers will suffer from skin damage of some kind. This document is intended to inform workers in the hairdressing and beauty industry about the dangers of dermatitis, methods to prevent skin damage and the proper use of gloves.

Signs and Symptoms of Dermatitis

Some of the most prevalent signs of dermatitis are:

- Pain
- Itching
- Dryness
- Redness
- Scaling or Flaking
- Cracking
- Blistering

Dermatitis is not contagious and cannot be spread from one worker to another through contact.

Causes of Dermatitis

Wet working is one of the main known causes of dermatitis. Workers that do most of the washing or have contact with water for more than two hours per day are most at risk for developing dermatitis. Workers are also at risk for dermatitis through contact with chemicals that are found in hairdressing and beauty products. These chemicals can be found in products, on surfaces and in the dust around the salon. Workers can come into increased contact with water and chemicals regularly:

- When colouring or shampooing hair with bare hands.
- When cleaning or sanitising equipment.
- When cleaning workstations or surrounding areas.
- When mixing or handling chemicals.

Contact Dermatitis

There are two types of contact dermatitis; irritant contact dermatitis, and allergic contact dermatitis. Both types of dermatitis can flare up without warning, even in individuals that have never had a negative reaction to chemicals before. Since everyone's skin reacts differently to



chemicals and conditions, it is impossible to predict a flare up of contact dermatitis. All workers should be aware of the risks and take preventive measures.

Irritant Contact Dermatitis

Irritant contact dermatitis can develop gradually in people who are constantly exposed to low levels of chemicals, like shampoo, or who do frequent wet work without properly drying and caring for the hands. Working with strong chemicals, such as bleach, can cause an immediate flare up of this type of dermatitis.

Allergic Contact Dermatitis

Colours, shampoos, creams and other beauty products all contain varying levels of chemicals. Allergic contact dermatitis can develop over a long period of exposure to these chemicals, or it can develop quickly through limited exposure. A skin allergy of this type can develop at any time and is a permanent condition that may affect all aspects of work and home life.

Preventing Dermatitis

Dermatitis is easy to prevent when proper skin care and glove usage are enforced. Following are steps that should be used in the salon to reduce the risk of dermatitis:

- Everyone in the salon should be aware of the risks and develop a habit of checking skin regularly for early signs of dermatitis.
- Rotate jobs in the salon to minimise each worker's exposure to wet work and chemicals.
- Educate workers on the importance of drying hands thoroughly after washing or exposure to water. Every salon should provide a clean supply of cotton or paper towels to be used for drying hands.
- Thoroughly moisturise hands at the start of each day, after washing, and at the end of each day with a fragrance free moisturising cream.
- Wear disposable, non-latex gloves when working with water or chemicals.
- Don't reuse gloves. Wear a fresh pair of gloves for each client and allow skin to 'air' for a few minutes while switching gloves.

Tips for Choosing and Wearing Gloves

Proper glove usage is one of the best deterrents of dermatitis. Following these tips for choosing and wearing gloves will help to ensure that gloves are a help and not a hinderance in the salon.

- Choose gloves with a smooth texture to prevent hair snagging.
- Provide gloves in varying sizes so that everyone is assured a snug fit.
- Use gloves with long cuff lengths.
- Fold the cuffs at the bottom of the glove to catch water and keep it from running into the glove.



- To reduce exposure while removing gloves: Peel the glove off, beginning at the cuff, and turn the glove inside out to remove fingers.
- Immediately dispose of gloves after each use.

Common Misconceptions about Gloves

Latex gloves offer the best protection. - Many clients and workers are allergic to, or can develop an allergy to latex. To avoid negative skin and asthmatic reactions, only non-latex gloves should be used in the salon.

Gloves are expensive. - Disposable gloves cost very little and are a minimal expense when compared to the cost of health care, lost employees and lost wages that can result from severe cases of dermatitis.

Gloves make it impossible to detect temperatures. - Disposable, non-latex gloves that are made from a smooth, lightweight material are thin enough to allow workers to detect temperatures accurately.

Gloves snag and pull in the clients' hair. - Gloves that fit well and are made from a smooth, non-latex material are unlikely to snag in clients' hair. In fact, gloves provide covering for workers' fingernails and can help prevent accidental snagging and scraping.

Clients are uncomfortable with gloves. - Most clients understand the need for proper skin care and appreciate the clean and sanitary nature of gloves.

Barrier hand creams work as well as gloves. - Creams and moisturisers should be used as part of a skin care regimen, but there is no 'barrier cream' that will protect hands from dermatitis. Some creams even contain chemicals that can react negatively with beauty products and increase the risks of negative skin reactions.

It is better to 'toughen-up' hands by working without gloves. - Hands that are tough and hardened are already damaged and are more prone to cracking and drying than hands that are soft and supple. All skin types carry an equal risk of dermatitis.



Policies and Procedures Sample 2 - Booking Interviews

Primary Responsibility

Hiring Manager or Supervisor

Objective

To book shortlisted candidates for in person interviews.

Outcomes

Potential candidates are contacted and invited to interview.
Candidates receive important information to prepare for the interview.

Step by Step Instructions

1. Determine the Best Type of Interview

Some positions can be filled using information from a one on one interview, but others may be evaluated better by a team. Also, determine whether testing will be part of the interview process.

2. Prepare an Interview Schedule

The interview schedule should contain all available interview times and allow room for testing, notes, and evaluations between interviews.

3. Contact Candidates

Phone each candidate on the shortlist and invite them to an interview. Offer a suggested time to each applicant, but be prepared to be flexible and offer them a second option if the first is not possible.

Provide all applicants with the following information:

- Time, date and location of interview
- Expected duration of interview
- Interview type (i.e. Panel, one on one)
- The names and titles of everyone who will be involved in the interview
- Who they should ask for when they arrive for the interview
- What documents, records or work samples they should bring to the interview
- Details about tests or other special interview requirements

4. Email Confirmation

After the phone call, send an email confirmation of the interview time and date. It is also recommended to summarize the other items discussed in the call, especially if there are items or tests required.



Other

Creative Advertising Sample - What Should I Give Her?

Writer Notes: This poem was written as the framework for a Mother's Day gift guide. Each piece of jewelry described is one that is carried by the company. The layout included a picture of the product and a link to the product page next to each stanza of the poem.

There's something magic in a mother's love,
In her tender embrace, in her warm hug.
Yet with all that she does and all that she is,
There is just this one day to say, "Thanks" from the kids.

And what could I give her that would mean near enough,
For all her encouragement when times got so rough?
What could there be, to give her that lift...
I need so much more than just a Mother's Day gift!

These earrings are lovely, how they sparkle and shine,
And I love that infinity is part of the design.
The birthstones add color, and work well together,
What a great way to tell her that I'll love her forever!

Or maybe a necklace, she loves to wear those,
What a colorful heart - Like a stained glass window!
I know she would love it, with birthstones galore,
It may be just the thing for the mother I adore.

A Mother's Day necklace... I think I'm on track,
Oh! Maybe that locket with a message on back!
It can fit four pictures, there's room for us all,
I could fill it with photos, from when we were small.

Or maybe just our names, on bars in a line,
They almost remind me of her favorite wind chime.
Or names in a loop! Because a circle has no end -
And now I am thinking of infinity again...

With so many choices how can I decide,
What to get for a mother who is always my guide?
Can Mother's Day presents really say how I feel
For the woman whose love is so deep it's surreal?



Yes, I must get her something to keep so she'll see,
How much all her sacrifices still mean to me.
For all the times she really understood,
It has to be something... something very good!

A Mother's Day ring, that's what I'll do!
But if I do that I may have to get two...
The silver one is gorgeous, with patterns and stones,
But the gold one is elegant, like nothing else she owns.

Or this Mother's Day bracelet, all silver and bright,
I can even customize it, so it looks just right,
Engraved names, birthstones, and sophisticated curves,
It is just as wonderful as my mother deserves!

So what do I choose, and which one is best,
For a Mother's Day gift that will stand the test?
They all say thank you, and I love you a ton...
Oh! That's it, I've found it! This one's the one!

About Page Sample - The Reagan Milstein Foundation

Writer Notes: This about page was written as part of the media kit for The Reagan Milstein Foundation, and Australian charity. The goal is to introduce people to Reagan and give them an understanding of the tribute that the foundation is intended to be.

Reagan Milstein was a popular, healthy 14 year old boy. He loved sports, particularly football (soccer), and he wanted more than anything to make the world a better place. Reagan had an incredibly gentle and loving nature. This nature is what led him to get involved in efforts to save the Brush Tailed Rock-Wallaby from extinction. He even spent time with scientists and vets in the Grampians late in 2009 where animals bred in captivity were released to the wild.

Reagan had dreams of combining his love for sport and his passion for helping others. He wanted to coach a junior football team and build a career as a sports journalist. It only took one conversation with Reagan for people to feel better about the world. This was a kid who was going places, a kid that would have no trouble making his dreams come true with an exciting future ahead.

Tragically, Reagan never got the chance to realise his dreams. At only 14, he was injured in a scuba diving accident. Despite weeks of intensive care, Reagan never regained consciousness and passed away on 22nd July, 2010.



Losing Reagan left an enormous hole in all our lives. While Reagan's family and friends struggled to come to terms with life without Reagan, the grief in the wider community helped us decide that we should harness this emotion and try to make a difference to the lives of others on Reagan's behalf. The Reagan Milstein Foundation (RMF) was created on 25 November, 2010 (Reagan's birthday) to pay tribute to Reagan, and to help others the way Reagan would have wanted us to.

Since its launch in November 2010, RMF has commenced and assisted a number of initiatives and programs to help less fortunate children in Australia, Tonga, Vanuatu, Vietnam and many other countries. These initiatives include:

- Sponsoring talented youngsters.
- Providing football equipment to various less fortunate football associations.
- Developing football programs and matches in conjunction with Football Federation Victoria and various Victorian football clubs to promote social activity through football.
- Recycling donated boots as well as pre-loved and unused uniforms for redistribution to children that cannot afford new boots or uniforms.

Today, RMF raises funds to assist youngsters who may not have an opportunity to play football, with five key interests, namely Indigenous Australian youth, to help in the development of young talented footballers, female football, disability groups and emerging communities in Australia. While the foundation was created to help those in need, we also hope that the foundation will keep the memory of Reagan alive in the community and allow us to fulfill the expectations he placed on himself to make a difference in the lives of others.

There is no greater honour that we can bestow on the memory of our beautiful Reagan than to help others in his name.

We thank you for allowing us to bring this dream to fruition.