

LISA WRIGHT
PREVIOUS CLIENTS & ASSOCIATED PROJECTS

CLIENT	PROJECT DESCRIPTION
Yale University	New website copy and brochure, compose new business correspondence
One Cell Records	Bi-monthly blog entries, communicate remotely with international music artists
LiveOps	Pre-recorded marketing scripts for “As Seen On TV” products
Washington Environmental Council	Newsletter articles, grants, press releases, business correspondence
Asnuntuck Community College	Copy for marketing brochures
Griffin Hospital	Fundraising appeal letter
EosHealth	“Talking Head” script for new diabetes software registration
Ohio Clean Energy	Powerpoint presentation promoting Ohio environmental initiative
B&B K9 Solutions	New web content for service dog business
Guill Navy	Re-work current web content to incorporate SEO keyword phrases
Lindblom Fine Painting	New web content for local painter
Catherine’s Choice	Articles/interviews on customer experiences with natural health product
Dan Berman	Copy for parent coaching website
Green Clean Sacramento	Website rewrite for California-based carpet cleaning business
Apoliticalus	Political satire articles
iTop Projects	Web commercial scripts for Russian skincare product
Support American Manufacturing	New website, press releases for American-made promotional products company
Woodbury Supply	Website copy for home improvement business
Dufur	Product descriptions for unique t-shirt designs
Steers Studios	Web content for website designer
Organic Grill	Video script for NYC organic product grocery delivery
New England Hearth & Soapstone	Sell sheets, promotional materials for masonry heaters

This is not a complete list of my work experience. I can provide samples from any of the above projects upon request. For more information, contact me at: lisa@lisawrote.com

SAMPLE #1 – ANNUAL APPEAL LETTER

Patient-centered care. As it should be.

Dear [Donor],

What is the best investment you ever made? At Griffin Hospital, we believe the best investment is the one made to benefit the health and well-being of ourselves and our families. Our staff and physicians truly embrace the concept of patient-centered care, and consider each of their neighbors as members of their own families. We hope that you will join us in “putting patients first” and help us make an important investment into the most valuable commodity of our region: its people.

As we continue our duty to provide patient-centered care, we pledge to continue our work by providing services that are in the best interest of not only our patients, but to the extended community as well. We believe that what we do at Griffin Hospital is important, a fact that has been substantiated by our recent JCAHO ranking as a “Top Performer on Key Quality Measures™” – and remain the only hospital in Connecticut to receive that distinction.

Our extraordinary approach to medical care blends four key elements. We are dedicated to the patient-centered **Planetree Philosophy** that views healthcare as “humans caring for other humans” in a warm, supportive atmosphere. Our **first-rate, fellowship-trained physicians** help carry out our mission to provide a personally tailored journey toward better health. We employ **state of the art technology** to grant our patients the finest medical care possible. Finally, our **knowledgeable and caring staff** and volunteers are always there to ensure our patients have everything they need during their stay.

Because the integrity of our hospital relies on patient satisfaction over profits, donor support is even more valuable. According to independent research surveys, **Griffin Hospital consistently rates over 95% in patient satisfaction, with our Center for Cancer Care reaching an amazing 100% approval rating.** Quality care like this does not come without a price. Without the support of donors like you, compassionate patient care and award-winning services cannot continue to flourish at Griffin hospital.

We’ve made amazing progress, but this is only the beginning. We will soon be announcing **more advanced technologies and even bigger upgrades** in the very near future. This is why we need your help: to maintain these valuable technologies, your continued financial support is crucial.

There are many ways to give. Send us your tax-deductible gift in the enclosed envelope, or visit us online at: www.griffinhealth.org/ways-to-give to find out more. We ask that you consider donating a minimum of \$50 to help us continue our important service to the community. Your donation will be reinvested into Griffin Hospital’s valuable initiatives that not only save lives, but enrich them.

Lisa Wright ~ lisa@lisawrote.com

SAMPLE #2 – T-SHIRT PRODUCT DESCRIPTION

EXPERIMENT, GEORGIA

Product Intro Copy:

The Scientific Method never looked so good.

Town Intro Copy:

So you're ready to try something new, but you're still a little shy. Experiment's got the finest agricultural research around. Why, what did you think I meant? Read more below.

Town Description Copy:

This town isn't afraid to shake things up and brace for the explosion. Experiment is named after one of the testiest places around, the University of Georgia Agricultural Experiment Station. Early research at the station began with studies about fertilizer. Boy, was that a close call. "Manure, Georgia" would have been a pretty stinky name for a town.

The station built in the late 1800's grew to become an invaluable resource to the agricultural industry, by helping revolutionize planting methods and developing improved varieties of crops.

Nearby Griffin is the birthplace of famous gambler J. H. "Doc" Holliday, best known his notorious role in the Gunfight at the O.K. Corral.

It might sound risky, but Experiment is a sure bet. Just like Hawaiian Pizza, sometimes great things start with a leap of faith. Come on, you know you wanna. The best place to test your hypothesis can be found at: 33° 16' 28" North, 84° 15' 29" West

SAMPLE #3 – MUSICIAN BIO

In 2004, musician, DJ, producer and composer Tiélo.con of São Leopoldo abandoned a brief military career to embark upon a more harmonious profession replete with spinning turntables and off-beat rhythms. After experimenting in his teen years with musically diverse groups performing samba, reggae, punk rock and electronica, Tiélo.con became decisively solo, and recorded two singles entitled, "C Quela Dhu" and "Marilight". Inspired by Bob Marley and the Jamaican Dub movement of the 1970's, Tiélo.con debuted on the Brazilian DJ scene with a bright, independent attitude.

By 2005, he was throwing soirees for 10Musica and appearing on radio shows with Zé do Bêlo of Ipanema FM before becoming resident DJ for the Aloha Spirit Cyber Pub in '06. The next couple of years brought Tiélo bigger festivals all along the eastern coast of Brazil, from Porto Alegre to the Gaucho Coast, all the way up to northeastern Brazil.

Tiélo defies any label, instead likening himself to a "blender of music". In the morning he's psychedelic trance, at lunch he's reggae, late afternoon he's samba, and in the evening he's rock.

Despite his eclectic mix of genres, Tiélo's nimble fingers bring his audience up to speed quickly, with impeccably smooth sounds to keep his dreadlocks bouncing and his fans blissfully mellow. Though he performs as both a DJ and musician, Tiélo doesn't compartmentalize either function as separate. "The two things are very connected," he says. "Side projects make my schedule more robust and also help the crowd to identify better with my style."