

KaveDragen Ink LLC

MAKING YOUR COPY SHINE

K. D. Kragen
Bainbridge Island, WA

206-842-5761

kdk@kdkragen.com

kavedragenink.com — kdkragen.com — scandiapatchpress.com

COPY-WRITING

COPY-EDITING

CONTENT CONSULTING

"I sleep well knowing that Dave Kragen has proofed, edited, and ensured that my message gets out in a highly professional manner."

Tim Longley, *eOffice Innovations*, 25 years of experience in ergonomic office solutions to companies of all sizes, <http://www.eofficeinnovations.com>

Greetings:

Clean, sparkling copy is often the first impression you make on prospective clients. Therefore, every company needs:

- **The visionary**—That's you! You are the market expert, the product/services manager. You know your company better than anyone else.
- **The copy-editor**, copy-writer, wordsmith—That's me. I supply the polish and clarity of communication needed to grab your clientele from the very first line.

Whether website content, business newsletter, product descriptions, or your latest press release, if you are like most business owners/managers, you may be losing money in a number of ways:

- **Paying** for marketing materials that do not specifically reach or communicate to your target audience;
- **Paying** someone else who does not understand your vision to handle it all for you, often someone whose profession is other than that of copy-editor or proof-reader;
- **Trying to "do it yourself"**—when your primary job should be to grow and manage your business not micromanage your copy.

Plan A

As your writer, editor, and content consultant:

I will supply a comprehensive analysis of your draft materials during a 30-45 minute review, in person, on the phone and/or via email or computer video-conferencing. Initial consulting fee for this service is free. A per-project bid will be offered the following day, where I will prepare a written response with suggestions, recommendations, and a sample draft document for you and your focus group to review.

If bid is acceptable, I will then be available to you for 8 hours of email response and/or brief phone calls or video-conferencing to respond to related questions which may arise.

Plan B

As your personal email ghostwriter:

You send me your important company emails (during any normal business day), and I will edit, polish, and return them back to you within two hours (less, if you notify or call me with an "urgent" request). I will also flag non-email-appropriate content. With this service you will have the cleanest, most liability-free email-copy in the industry.

Fee is \$25 per email (\$35 for each "urgent" email). <http://www.emailghostwriter.com>

Sincerely,

K. David Kragen, Manager, KaveDragen Ink