

WRITING SAMPLES

by Laurie Lamson

PROMOTIONAL COPY

Kal Kreations: Sunshine Buddies

Excerpt from sales letter

Dear Retailer,

Imagine a toy that makes everyone smile. The perfect baby gift that's not just for babies. Sunshine Buddies make everyone feel good!

Sunshine Buddies start rocking when exposed to sun or electric light - no batteries necessary. Their cute smiles and relaxing swaying motion make them a guaranteed people-pleaser.

In cases of 24, a stack of cute Sunshine Buddies spreads a whole lot of good vibes because, as long as store lights are on, they'll sway side to side all day, making anyone who walks by feel all warm and fuzzy.

Kal Kreations: Egyptian Bottle

Product description/excerpt from sales letter

This hand-blown bottle is a unique work of art reproduced from an ancient Egyptian design. Each one-of-a-kind bottle was handcrafted in the Khan el-Khalili souk, near old Cairo, and decorated in vibrant colors with 24-karat gold. In 1500 BC, the original bottles were used to hold women's tears when their men went off to war. Later, they held essential oils and perfumes; a tradition that continues to this day.

Edward Goldman: *The Fine Art of Art Collecting* - Adventures for Art Lovers

Excerpt from PR/Announcement

Every few months, EDWARD GOLDMAN provides twenty students with a series of Saturday morning art adventures to explore "backstage" of the contemporary Los Angeles art scene.

Along the way, the "nuts and bolts" of art collecting are explored, such as how to begin art collecting, how to negotiate a favorable deal with a gallery, how to place artwork in your home and the "care and feeding" of an art collection.

No book can begin to offer the experience provided by **The Fine Art of Art Collecting** – up close, informal conversations with museum curators, gallery owners, artists, and private collectors, all guided by a passionate and knowledgeable expert who has devoted his life to getting people excited about art.

USAID: Primary Healthcare Awareness Campaign

Playbook, two social media toolkits, and writing/ editing for social media posts and pictograms for OneWorld Communications

Social Media Toolkit excerpt

Ensuring access to primary healthcare is the first step to building strong families, stable communities, and productive nations.

The U.S. Agency for International Development (USAID) is proud to work with you - together we have made significant progress towards strengthening primary health care systems and producing positive outcomes with vulnerable populations.

...

This is a real opportunity to push for greater access to primary healthcare in your region. We ask you to support and actively participate in this social media campaign so we can accelerate our progress together.

Playbook excerpt

We're excited to highlight some of the tremendous progress we've made toward making primary health care more universally accessible



7.9M

newborns reached with after-delivery care since 2012.



13.2M

health workers trained in maternal and child health and nutrition since 2012.



34.7M

children vaccinated against deadly preventable diseases since 2012.



54M

lives saved through diagnosis and successful treatment of people with TB since 2000.



85.5M

people, including 112 million pregnant women, tested and given HIV counseling through PEPFAR in 2017.



2.3B

neglected tropical disease treatments delivered through school and community-based platforms by 2018.

As you can see, we are making progress. We could not accomplish any of this without your support, commitment, and active participation. Thank you.

Now is the time to build on this momentum.

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PUBLISHING SAMPLES

Are there Natural Cures and Remedies for Diabetes?

Intro to article researched/written for Relevant Media, published on zikkir.com

More than 2,000 years ago, the Greek physician and philosopher Hippocrates declared:

“Let food be thy medicine and medicine be thy food.”

After the last 100+ years of a medical establishment ‘hooked’ on giving us drugs for what ails us, we are slowly returning to this ancient wisdom about our bodies and our health. Wise food choices represent a holistic, natural cure for diabetes and other ailments.

San Francisco Weekly: “Best of” Reviews

Best Chocolate-Dipped Coconut Macaroon

European ambiance at Caffé Dante sets the stage for an enjoyable afternoon treat. As any addict knows, the best macaroon is really the one in hand at the moment; but these are something special. They look incredibly fresh, and don’t disappoint. The coconut has never been so light and tasty, the chocolate so melt-in-your-mouth. The fellow at the next table agreed, that’s one hell of a macaroon.

Best Restaurant for a First Date: Amira, a Pan-Arabic Restaurant

Wonderful environment for getting to know someone. Harem-like surroundings set a relaxing tone for your encounter. Recline on satin cushions, watch the live entertainment and learn more than small talk might reveal (does he yelp obscenities at the belly dancers?)

The menu is reasonably-priced and offers sensuous good food with something for almost everyone. Wine or beer, by all means, but enjoy a Moroccan mint tea after dinner.

If you don’t have a good time here, it may be the company. Try again with someone else.

Filmmaker Magazine: "Women Filmmakers 2000"

Intro to article featuring interviews with women directors

At the beginning of the twentieth century, the motion picture industry was born simultaneously in France and the United States. Women played an influential role in developing the new medium in both countries, including producing and directing some of the first narrative films.

Women tend to excel in their ability to collaborate and make intuitive decisions, two areas crucial to making a good movie. So it was only natural that women with creative vision would take to filmmaking like ducks to water.

Yet, as the Hollywood studio system took hold, everything changed. A woman could still participate, but in limited, specific areas: as an actress, a script girl, in make-up and wardrobe. As editors and screenwriters, only a determined few continued to demonstrate talent for making cinema.

Today, women are making inroads, but both Hollywood and the indie film world aren't sure what to do with them. Usually when a woman's film wins awards, even when the film itself is critically acclaimed and turns a profit, the filmmaker herself goes unrecognized. She doesn't seem to get media hype or big offers, while the industry clamors for male filmmakers with similar, or less impressive, track records.

The goal of any true filmmaker is to be able to make the next film. She doesn't just want an award and a pat on the head. She needs her next big break.

MORE ARTICLES

Audio Renaissance with Vocal Resonance

<https://www.linkedin.com/pulse/audio-renaissance-vocal-resonance-laurie-lamson/>

Seven Tips, Tools & Secrets for Writing a Powerful Resume

<https://jazzymaemedia.com/resumes/>

Sexy Panels with THE SESSIONS Filmmakers

<https://jazzymaemedia.com/sexy-panel-with-the-sessions-filmmakers/>

SELECT BLOG POST

My Visit with Harlan Ellison

<https://www.nowwrite.net/visit-harlan-ellison/>

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EDUCATIONAL

National Museum of the U.S. Army: *Global War on Terrorism*

Excerpt from one of five major Interactive museum projects (first four for Showreel, Inc., *Global War on Terrorism* for Shot Glass Films)

SENJARAY, ZHARI

23 JUNE 2010



AGAINST THE ODDS

The Taliban were openly terrorizing Senjaray's citizens to extort money and goods.

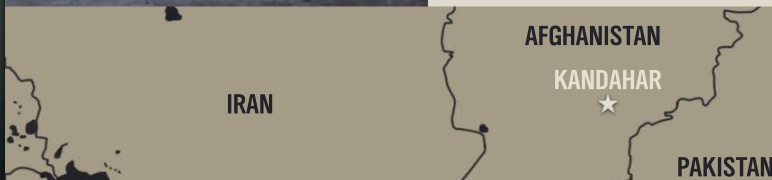
Before addressing this threat directly, American Soldiers conducted "white-pages" missions: door-to-door visits to learn about the population while conveying their desire to keep the community safe.

A routine day erupted in violence when a small force met with heavy fire from Taliban who outnumbered them two-to-one. With strong platoon leadership, the Soldiers quickly adapted to the situation, cut off retreat, pushed back their attackers, and gained the upper hand in an intense but short battle.

When more U.S. Forces arrived, the insurgents were forced to admit defeat.



Fourteen miles west of Kandahar, the small town of Senjaray was a Taliban stronghold since U.S. troops hadn't set foot there for five years.



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COPY EDITING

Excerpt from press release – work sample for potential client

BEFORE (118 words)	AFTER (91 words)
<p>Prior to joining Clyra, Shawn co-founded Mophie, the number one selling battery case manufacturer for mobile devices in North America. As COO and founder, she helped Mophie create the first juice pack battery case for the iPhone in North America and built an exclusive partnership with Apple. With time, they created a solid business structure, allowing the company to thrive and withstand rapid growth, both in the U.S. and internationally. Mophie raised millions of dollars in multiple rounds of capital and debt facilities. Under Shawn's guidance and strategic vision, the company grew from three employees in a barn in Michigan to a multi-million-dollar business with 300+ employees in five facilities in California, Michigan, China, Hong Kong and Amsterdam.</p>	<p>Shawn co-founded Mophie, the number-one selling battery case manufacturer for mobile devices in North America. As Chief Operating Officer, she oversaw the creation of the first iPhone juice pack battery case in North America, which led to an exclusive partnership with Apple, Inc.</p> <p>Under Shawn's guidance and strategic vision, Mophie raised millions of dollars in capital and established a solid business structure for rapid expansion. Starting with three employees in a barn in Michigan, the company grew to a multi-million-dollar business, with over 300 employees in five facilities across the globe.</p>