



## SAMPLE #1

**CLIENT:** Elder Life Group  
**PROJECT:** Radio script  
**OBJECTIVE:** Create copy for a :60 radio spot  
**SUMMARY:** Unsatisfied with the ad produced by the radio station hosting its weekly talk show, Elder Life Group tasked me with developing new copy to meet an overnight deadline given our successful collaboration on numerous print and digital materials to date

wordformllc.com | mmurphy@wordformllc.com | (984) 664-5090

With a little help, you can protect your assets from creditors like nursing homes. And right here in Janesville is the pre-planning and crisis planning experts of Elder Life Group.

Hi, this is Scott Moan, founder of Elder Life Group, and the need for long term care has never been greater. So too is cost! Paying for long-term care is the biggest financial risk facing Americans during retirement. It's not uncommon to see nursing home expenses run over a hundred thousand.

For those that haven't purchased long-term care insurance, Medicaid is the best way to gain some financial relief. At Elder Life Group we help guide seniors to preserve their assets from nursing homes while helping with eligibility for Medicaid benefits.

For more information please check out our website at Elder Life Group dot com. And this Saturday morning on WCLO 1230 AM and 92.7 FM, is our 30 minute show starting at 7:30am. Then make an appointment...so you can preserve your assets from creditors like nursing homes.

### ✓ NEW AD COPY

Seniors, did you know that long-term healthcare could cost you your entire estate? Without proper planning, all the assets you've spent a lifetime building could be wiped out by nursing homes and other creditors before you even realize it.

Hi, I'm Scott Moan, founder of Janesville-based Elder Life Group. And I get it, few people like to think about the high costs of aging. But the truth is, paying for long-term care is the single biggest financial risk Americans face in retirement.

Here at Elder Life Group, we specialize in customizing strategies that protect your assets, accelerate Medicaid eligibility, and keep you and your family safe. Go to Elder Life Group dot com to learn how to start a free, no-obligation conversation with one of our expert advisors. That's Elder Life Group dot com.

Also, make sure you tune into our show this Saturday at 7:30am on WCLO 1230 AM and 92.7 FM.

We look forward to talking about what we can do to keep your golden years golden.



## SAMPLE #2

CLIENT: AppEvolve

PROJECT: Testimonial script

OBJECTIVE: Create a 2-minute client testimonial

SUMMARY: Having just completed a full rewrite of AppEvolve's website, I was tasked with drafting copy for a video testimonial to be given by the president of one of its chief clients

WEBSITE: <https://www.appevolve.com/portfolio>

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Hi, I'm Scott Turlington, the president of Tamarack Resort located along the western shores of Lake Cascade here in Tamarack, Idaho.

Here at Tamarack, we host thousands of guests throughout the year.

And, as all guests and travelers do these days, they expect an easy way to search for and book their end-to-end stays, including lodging and many winter and summer activities that we offer while they're here.

Like many businesses, our website had become outdated and full of third-party services that took guests away from our site any time they wanted to book with us.

This led to issues with speed and loading, navigation, and other problems that didn't represent the world-class experience that we offer to our guests.

Unfortunately, this is an all-too-common occurrence in our industry, and this is something that had to change.

So, in an effort to solve this problem, I spoke with a few different companies about a solution.

I actually have a technology background myself, so I'll admit that my standards are pretty high when it comes to choosing the right partner for something as important as redesigning our website.

It also meant I knew a Django-based framework would be ideal for our software.

AppEvolve became the clear choice not just because they have an impressive track record with Django, but also because I know from personal experience that they emphasize work ethic and service above all.

So, fast-forward to today, and our online platform is light years ahead of where it was before.

AppEvolve created a custom website from scratch that offers a native, seamless experience for visitors rather than sending them off to another site every time they want to spend money with us.

And, not only does it look incredible, but the 40% increase in speed and performance has impressed everyone on our team, including our guests.

AppEvolve's now helping us with everything from our real estate portal to an e-commerce site and a custom mobile app.

We have ambitious plans for Tamarack, and working with AppEvolve gives us the confidence that we can meet expectations of better serving our guests by becoming one of the most technologically-advanced all-season resorts anywhere.

