



P.O. Box 50807 ■ Eugene, OR 97405 ■ [www.contentclear.com](http://www.contentclear.com)

**Thank you for your interest in my PET INDUSTRY background.**

**Inside this portfolio, you'll find that as an experienced marketing communications specialist... I can help you attract more prospects and convert them into buyers for you, online and offline.**

Pam Foster  
Certified SEO Copywriter and Web Consultant for the Pet Industry  
**PetCopywriter.Com**  
and Founder, ContentClear Marketing

Greetings!

You may have downloaded this information kit out of curiosity. Some folks do — especially those who never hired a freelance web-SEO (search engine optimization) copywriter before.

But, more likely, you need an experienced pet industry copywriter with proven web-SEO skills for your underperforming site or new site — someone who combines the following 5 key elements for successful web content:

1. **Clear, persuasive sales copywriting** that focus on motivating each web visitor to become a customer, subscriber or other participant in your pet business or veterinary company.
2. **Ethical SEO copywriting**, masterfully weaving targeted keywords into the copy on each web page and in “behind-the-scenes” meta tags so prospects can FIND your site.
3. **Extensive web marketing, usability and site architecture insights** with a keen understanding of how single landing pages and multi-page sites guide visitors to a buying decision.
4. **Plenty of “geek” skills to work smoothly within the technical needs** of your web designer and web developer through every phase of your content optimization project; in tune with today’s best practices.
5. **And of course, an understanding of your needs as a busy marketer in the pet and veterinary industries**, based on years of experience in corporate marketing communications and consultant to all kinds of B2C and B2B pet companies.

***“Pam Foster has been an incredible resource for us here at LifeLearn.***

— James Carroll  
Chief Operating Officer, LifeLearn, Inc.

**The good news is, this is exactly what I offer you.**

Here are some of the most common questions marketers ask about working with me.

**“WHAT ARE YOUR QUALIFICATIONS AS A WEB-SEO COPYWRITER?”**

In 2008, after 28+ years of writing and guiding successful marketing campaigns offline and online (13 of them online, and 10 of them in pet and veterinary marketing), I founded the ContentClear Marketing

Method for Website Optimization to help marketers follow a unique, methodical and proven approach to developing web content that works. Using my Content Clarity Tools and working closely with you, I can help you determine the best way to reach your target audiences and achieve your sales and lead-generation goals.

That's because my services go well beyond just content writing. I'm focused on a delightful user experience; expertly guiding visitors through your site's sales funnel.

To date, I've written hundreds of web pages and web marketing projects, including many in the pet and veterinary industries.

***"Pam's ContentClear approach is right on the money."***

— Nick Osborne, Web Content and Author of NetWords

In addition to founding ContentClear Marketing and PETCOPYWRITER.COM, I'm the author and co-author of several web-SEO related books, including ***The Web Copywriter's Clear Path to Profits*** and ***Site Audits Made Simple***, and several articles and materials for ZooMarketingTools.com.

I've collaborated with all kinds of web experts — including keyword researchers, web designers and programmers to create websites that work wonders. If you wish, I can pull together a team or work with your own web team as needed to support you in creating a sales-focused website.

#### **“DO YOU HAVE A PET-INDUSTRY BACKGROUND?”**

Yes. I've worked in the pet industry since the late 1990s as an employee and freelance consultant.

My pet-industry clients have included consumer and business-to-business companies such as LL Bean dog products, Lifelearn, MyPetED, EPO-Equine, IDEXX Laboratories, Pawsitive Perks and many others.

I've literally written hundreds of web pages and education materials related to pet care, pet products, pet business tools and veterinary technologies.

An extensive client list is enclosed in this packet.

#### **“WHAT KIND OF RESULTS CAN I EXPECT FROM WORKING WITH YOU?”**

You can expect well-planned, well-written and well-executed web-SEO content from me.

I aim to please by writing compelling, reader-friendly content that turns your prospects into qualified sales leads and/or buyers. No other method provides you with a clear process that drives a strategic understanding of your audience's needs, your value messages to them, and your site objectives.

You can expect me to improve your search engine traffic and what happens when visitors arrive at your site.

Ask me about my case studies and client testimonials.

#### **“WHAT KINDS OF ASSIGNMENTS DO YOU HANDLE?”**

Count on me for all aspects of effective web content and online marketing, including:

- Web content Site Audit to identify opportunities for optimization and sales increases
- Web copy critique
- Strategic planning
- Keyword research
- Site architecture to map out the sales process
- Content writing, including “white hat” ethical SEO copywriting and sales-focused writing
- Web content makeovers
- Single landing pages and order pages

***"Pam will dig deep to understand the communication challenge at hand and produce work diligently and on task. Despite the phone distance, she is closely engaged with the marketing team, providing additional and timely communication perspectives and playing the role of the consumer when appropriate."***

- Paul Bergkamp, Chief Marketing Officer, DirectVet Marketing

- E-mail marketing, including message testing
- E-newsletters
- Social media guidance
- Mobile app content writing
- Video scripts
- Training, coaching, teaching
- Speaking to groups about web-SEO copywriting

In addition, you can also hire me to write effective offline materials that support your sales goals and complement your online efforts, including:

- Brochures
- Direct mail
- Ads and advertorials
- Case studies
- White papers and free reports
- Articles
- Packaging
- Branding: naming, taglines, etc.

### “WHAT DOES IT COST TO HIRE YOU FOR A PROJECT?”

It’s hard to answer this question without knowing the details of your project. The main reason is — every company and project is different. No two websites or missions are exactly alike.

For example, you may need new web pages, updated existing pages, an optimized order page, or a complete overhaul from soup to nuts. There may be tons of great content to work with and it simply needs optimizing ... or there may be no copy yet or pages of non-sales copy that was written by an engineer 10 years ago. And there may be a need to do extensive work in phases.

I work with a rate sheet I’m happy to provide at your request. Based on those rates, I’ll take a customized approach that’s best for your project by:

- Recapping your mission to demonstrate that I heard your concerns and needs
- Providing an action plan for the specific aspects of your project
- Addressing your expectations regarding timeframe and budget
- Delivering a thoughtful proposal that meets your unique challenges and goals

***"Pam is an excellent web content writer. She writes from the inside out - digging in to gain a thorough understanding of her client's products, services and target audiences, and then translating that into appropriate messaging.***

***Pam takes a holistic view of projects crossing over into information architecture, search engine optimization, project management and even design consultation.***

***Pam's friendly attitude, sense of humor, and commitment allow her to become a trusted member of her client's team and make the web development process an enjoyable experience."***

— Heather Peters,  
Former Project Manager, Image Works

### “HOW LONG DOES IT TAKE TO WRITE MY WEB-SEO CONTENT?”

Again, it all depends on what’s involved. You may have lots of existing content or we’re starting from scratch. Once we have a conversation, I can put a rough timeframe into my proposal, and then we’ll firm up a schedule once we get going.

### “WHAT HAPPENS IF WE WANT TO REVISE THE CONTENT?”

My proposals are backed by my ContentClear Marketing promise and reputation of content optimization excellence, quick turnaround time, timely communications and ethical, on-target marketing and SEO recommendations.

This means: tell me what you want improved and what the changes are, and I'll make them ... fast. There is NO CHARGE for rewriting. Revisions are included in the flat fee we've agreed to for the assignment, provided they are assigned within 30 days of your receipt of the copy and are not based on a change in the assignment made after copy has been submitted.

Most of my clients are pleased and enthusiastic about my copy. But if you're not 100 percent satisfied, I will revise the copy according to your specific guidelines ... at my expense.

**“HOW DO I PLACE AN ORDER WITH YOU?”**

That's easy. Call me at 843-597-6515 ... or drop me an email at [pam@contentclear.com](mailto:pam@contentclear.com). We'll go over your project and I'll answer your questions.

Dozens of organizations and companies have found my web-SEO copywriting and consulting services ideal for promoting their business online and increasing their bottom line. So why not try my services for your next web-SEO project? I promise you'll be delighted with the results.

Sincerely,



Pam Foster  
PetCopywriter.com

P.S. If you have an immediate need call me right now at 843-597-6515 ... or email me at [pam@contentclear.com](mailto:pam@contentclear.com). There is no charge to discuss your project with you and give you a proposal. And there is no obligation to buy.



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### **What Clients and Colleagues Say About Pam Foster's SEO Copywriting and Web Consulting Services**

Your complete satisfaction is my goal on every web content optimization project.

In fact, you'll always be able to count on me to provide strategic thinking, customer-focused messaging, clear content and usability consulting. That's why many of our current clients have been with me for years. Here's what several of them, as well as colleagues, have said about the quality of my work.

#### **“... significantly improved our original value proposition”**

“Pam Foster has been an incredible resource for us here at LifeLearn. She was an integral asset for us in a major product launch (MyPetED.com), providing unique insights and concepts that significantly improved our original value proposition. Pam is a true team member, and her energetic and enthusiastic approach to our project has been infectious, elevating the performance of our entire team. We now think of Pam as part of the LifeLearn family. She is truly a professional with a sincere commitment to quality and we will continue to incorporate her expertise into our future endeavors.”

— **James Carroll, Chief Operating Officer, LifeLearn, Inc.**

#### **“... will dig deep to understand the communication objective”**

“Pam works hard and works well with the team. She will dig deep to understand the communication challenge at hand and produces work diligently and on task. Despite the phone distance, she is closely engaged with the marketing team, providing additional and timely communication perspectives and playing the role of the consumer when appropriate.”

— **Paul Bergkamp, Chief Marketing Officer, DirectVet Marketing**

#### **“... brings tremendous value”**

“Pam is a top-notch copywriter. She is able to synthesize veterinary information into terms that consumers can easily understand. Pam is not afraid to challenge ideas and assumptions, which in a small team brings tremendous value. I would highly recommend Pam.”

— **Larry Chasse, Sr. Internet Marketing Manager, DirectVet Marketing**

#### **“... an excellent Web content writer”**

“Pam is an excellent Web content writer. She writes from the inside out - digging in to gain a thorough understanding of her client's products, services and target audiences, and then translating that into appropriate messaging on the web. Pam takes a holistic view of projects - her skills cross over into information architecture, search engine optimization, project management and even graphic design consultation. Pam's friendly attitude, sense of humor, and commitment allow her to become a trusted member of her client's team and make the web development process an enjoyable experience.”

— **Heather Peters, Project Manager, Image Works**

#### **“I highly recommend Pam to help you out”**

“Pam is a creative, writing machine. She focuses on the customer needs and helps you frame your thoughts/ideas in a voice that is clear to them. I highly recommend Pam to help you out -- if you can get her time.”

— **Todd Paige, Former Founder, Pet Health Network**

#### **“end result is well designed and well received”**

“I had the pleasure to work with Pam on several projects while she was employed at IDEXX Laboratories. Pam has a unique ability to make sure she keeps all parties in when developing copy or a marketing

piece. She can balance what the customer needs and what the business wants so the end result is well designed and well received. She is fantastic about incorporating feedback from all parties to ensure success, does not take constructive feedback personally and makes work fun.”

— **Laura Casey Etter-Tuczinski, Senior Training Manager, IDEXX Laboratories, IDEXX**

**“creative and on target”**

“I have worked with Pam Foster on various projects over the past several years. I have found her copy to be creative and on target, I think largely due to her great listening skills. Additionally, her organizational skills make her projects run smoothly.”

— **Sharon Collin, Former Marketing Director, Companion Animal Group, IDEXX**

**“... amazing”**

“Dear Pam, I'm so pleased with my new home page and all the suggestions you made for the rest of my web site. It's amazing how you were able to give the pages a completely new and dynamic look and yet still capture the essence of Diane York Weddings & Events. It looks great!”

— **Diane York, Diane York Weddings & Events [www.dianeyorkweddings.com](http://www.dianeyorkweddings.com)**

**“clear, direct, efficient and insightful”**

“I've worked with Pam on several projects, both as a colleague with her and as a consultant for her. Pam's is clear, direct, efficient and insightful. It is both a pleasure and a learning experience to work with Pam. I highly recommend her!”

— **Lori Dombek, Consultant/Web Developer, digimama**

**“well researched with the client's goals at the forefront”**

“Pam is incredibly dedicated to her clients and meeting their objectives. She works tirelessly to make sure their marketing and web content is on strategy and on deadline. She is prompt, easy to work with, and has always been a team player on the client work we have created. Her recommendations and content are always well researched with the client's goals at the forefront of every project produced. And, her enthusiasm is boundless!”

— **Whitney Campbell, Owner, Whitney Campbell & Co. Design**

**“wonderful work”**

“I can't tell you how proud I am of all the wonderful work you are doing and have done for Primrose Schools. We are so proud to have you on our team!!!”

— **Jo Kirchner, President and CEO, Primrose School Franchising Company**

**“makes the process so easy and painless”**

“Pam has written our tax and financial newsletter for eight years. Our clients love it because Pam is able to take dry, technical subjects and put them into words our readers can understand, digest and apply to their own situation. And, she makes the process so easy and painless. I just give her a few ideas on topics and she takes care of the rest. We love it!”

— **Jane E. Honeck, CPA, PFS, Former Partner, Honeck-O'Toole, CPAs**

**“consistently delivers strategic copy”**

“Our business is complex and fast-moving, so it's critical that our writers be able to quickly understand the business situation driving the creative direction. Pam consistently delivers strategic copy that is on brand, and is a great creative and brainstorming partner.”

— **Andrew Knupp, Account Executive, IDEXX Laboratories**

**“the word wizard”**

“Pam, as always, you're a genius! You always get it! You are more than awesome — you're the word wizard!!!! Thanks for turning it around so quickly.”

— **Keri Kirchner, Primrose School Franchising Company**

**“count on her getting the job done”**

“Pam takes all the hassle out of our projects. She's so organized and reliable; I can always count on her getting the job done!”

— **Betsy Morrell, Downeast Energy**

**“confident and experienced perspective”**

“I am impressed and pleased by your work product and style. You're a great communicator, and I appreciate your confident and experienced perspective.”

— Amanda Hallowell, Catalog Copy Manager, L.L. Bean

**“I highly recommend her!”**

“Pam is a seasoned professional in the marketing and advertising industry who I strongly recommend for a variety of communication needs. She has a strong strategic approach that is based on solid marketing and communications objectives. She uses this base of understanding as a platform for her copywriting skill which she can then apply to a combination of expertise whether it involves collateral, direct mail, video/broadcast or website development...She is flexible to work in a variety of communication environments. I highly recommend her!”

— Jeanne Lavoie, Owner, JLDdesign

**“her sharp mind saves time and money!”**

“Pam is a pro. Working with her is a pleasure, and more often than not, her sharp mind saves time and money!”

— Heidi Hansen, Business Consultant and President at HN Hansen & Co.

**“highly skilled, thorough and very detailed”**

“Pam is a pleasure to work with. She is a highly skilled copywriter that gets the job done in a timely manner. She's thorough and very detailed. She keeps her clients top-of-mind while conducting business with them. You'll be glad you enlisted her services.”

— Jim Turner, Direct Response Copywriter at Abundant Resources Inc.

**“a rare gift for identifying the key emotional triggers of a target group”**

“Pam is a very effective copywriter. She has a rare gift for identifying the key emotional triggers of a target group, and using those to drive her copywriting. The result is extremely persuasive copy that has paid off for her customers in all the ways that matter. We have worked with each other by reviewing copy and brainstorming marketing and promotional ideas. We are also members of a private group of copywriting entrepreneurs whose purpose is to be a support to each other. You will find Pam to be very professional, as well as an enthusiastic source of new ideas and approaches.”

— Becky Baker, Strategic Copywriter, RB Communications

**“world-class”**

“Pam is a real pro. She is much more than a great writer; she's a good communicator which makes her work all the more helpful. She is world-class and I recommend her without hesitation.”

— Lynnelle Wilson, Bold Vision Consulting

**“she can produce the most effective branding copy possible”**

“Pam Foster is one of the most detail-oriented and quality-focused creative writers I have run into in my history of managing Marketing Communications groups. She is very thorough in understanding her clients so that she can produce the most effective branding copy possible. She is very good at following up with clients to ensure the messaging is appropriate for the audience. All in all, Pam is someone I would hire and/or recommend to write copy for me for anything! She is very flexible in her application of work!”

— Diane Hills, Marketing Communications Operations Manager, IDEXX Laboratories

**“gives 110%”**

“Pam has a great attitude and gives 110%.”

— Christina Dalessio, Marketing Communications Account Executive, IDEXX

**“comprehensive understanding of the unique requirements of web and email copy writing”**

“Pam repeatedly demonstrated her responsiveness to our client's requests. Her quick turnaround and the high quality of her work helped keep our project on track, plus made the client very happy. Pam's comprehensive understanding of the unique requirements of web and email copy writing has proven to be an incredible asset for this project. It's a pleasure to work with someone who consistently demonstrates such competence and professionalism.”

— Neil Johnson, President, Cadent Technologies Corp.

**“skilled at interpreting complex, technical material and creating pithy, persuasive copy”**

“Pam's an experienced, professional copywriter who's skilled at interpreting complex, technical material and creating pithy, persuasive copy. She's a strong collaborator who's a real pleasure to work with and who'll dive in to tackle tough writing challenges. I'd look forward to working with Pam again any time.”

— Ken Danieli, Brand Strategist at Danieli Consulting, LLC

**“professional work”**

“Thanks for your professional work — it was very good!”

— Bob Taylor, Executive Director, The Council For Disability Awareness

**“on target and reaches the audience”**

“Pam's work is exemplary. We have had many campaigns that have been successful because of Pam's writing. My staff has always believed she is on target and reaches the audience. I highly recommend Pam for web content, web architecture/strategy, copywriting, marketing strategy, and more!”

— Lee Scott, Marketing Consultant specializing in Franchise and Education Companies

**“turns information into compelling and informative copy”**

“I've worked with Pam for approximately 5 years and her work has always been exceptional. She has a great skill for researching and gathering the appropriate information needed to write about a given topic. She turns that information into compelling and informative copy. As an added bonus, Pam is also very personable and fun to work with.”

— David Sullivan, Marketing Communications Design Consultant,  
Ad Media Communications

**“full of ideas, dependable and deadline driven”**

“I've known Pam Foster for years, but had the opportunity to reconnect and work with her as a colleague at LL Bean several years ago. She was always upbeat, vigorous and passionate about her work, and she always welcomed input from others. Later, I reported to Pam at IDEXX Laboratories, where we partnered on many projects, brainstormed and acted as each other's writing support group as the only two in-house marketing copywriters on the team. Pam was a great mentor, a trusted source of information (as one with many years of writing experience) and a pleasure to work with. Her passion for good copy and her energy have never flagged in all the years I've known her. She's full of ideas, dependable and deadline driven and her resume speaks to her depth of experience.”

— Thomasin Heyworth, Copywriter, IDEXX Laboratories

**“one of the best marketing writers”**

“Pam Foster is one of the best marketing writers I know. Plus, she's a deadline whiz! We always get our money's worth from Pam.”

— Martha Muldoon, Kennebunk Savings Bank

**“Pam's copy is top notch”**

“Pam's copy is top notch! Her survey letter is excellent -- I wouldn't change a single thing. It's one of the best I've seen from my coaching students. I'm very impressed.”

— Chris Marlow, [thecopywriterscoach.com](http://thecopywriterscoach.com)

**“superior level of professionalism”**

“Pam worked on a thankless project for me. We were looking to create a brochure that pulled information from various sources...wanting it to feel cohesive and fresh as a single unit. Pam's estimate was right on; her delivery schedule was right on and the finished product was exactly what we had in mind. I've also worked with Pam in different places on other things -- and know she brings a fabulous attitude and a superior level of professionalism to every project she touches.”

— Shireen Shahawy, Marketing Consultant

**“award-winning copy and concepts that drive customers to inquire, investigate, and buy”**

“Pam Foster is the Producer for a business's stage, be it a website, marketing piece or newsletter. She creates award-winning copy and concepts that drive customers to inquire, investigate, and buy. Pam has the experience and skills to help a business clearly define its goals, product or service for any industry.”

— Jeff Lunt, Real Estate Broker, The Hatcher Group





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### **Pet companies, veterinary companies and LL Bean...**

**Below is a partial list of the clients I've been fortunate enough to work with —** either directly as an employee or freelance copywriter, or through an advertising agency; providing Web content writing, consulting, or print copywriting:

#### **Pet Industry / Veterinary Companies**

- Agritech (became IDEXX)
- Animal Emergency Clinic (Maine)
- Ben's Bark Ave. Bistro (California natural pet food store)
- BioVision Technologies (veterinary surgical equipment)
- BRL Sciences: EPO-Equine horse performance supplement
- DirectVet Marketing (veterinary marketing solutions including an online store)
- Dog-On-It Parks (dog park equipment)
- IDEXX Laboratories (veterinary diagnostics and practice management software)
- Lifeflearn (veterinary services, including publishing, websites, client education)
- LL Bean Dog Products (dog beds, blankets and more)
- Luckydog Day & Night Care (Eugene, Oregon and Boise, Idaho)
- MyPetED (all in one member site to keep pet info, find a vet, get health answers)
- Osspet (dog joint supplement)
- Pawsitive Perks (auto-pilot customer loyalty rewards program for pet retailers)
- Pet Health Network (veterinary communications)
- Radiopet (veterinary telemedicine services)

#### **Business Associations**

- Ad Club of Greater Portland
- American Writers & Artists, Inc.
- Art Directors Club of Maine
- Association of Chilean Salmon Farmers
- City of Auburn Chamber of Commerce
- Greater Portland Convention and Visitors Bureau
- Maine Education Services
- Maine Financial Institutions Insurance Trust
- Maine Lobster Promotion Council
- Maine State Housing Authority
- NAWBO Boston

#### **Consumer Goods, Business Goods**

- Ava Maria Handmade Chocolates
- Bonney Farms
- Downeast Kitchens
- Emery Waterhouse/Trustworthy Hardware
- Freaky Bean Coffee Co.
- Gift Shops of America
- Hannaford Bros. Co.
- L.L. Bean
- Moser Contract (a division of Thos Moser Cabinetmakers)
- Pierre's of Exchange Street
- Vintage Blades LLC

## **Education**

Goddard Schools / Goddard Systems  
Harper College, Chicago  
Hebron Academy, Maine  
Primrose Schools Franchising Co.  
Sweetser Children's Services  
Sylvan Learning Systems  
uBoost.com  
WPI (Worcester Polytechnic Institute's) Business School

## **Financial Organizations**

Androscoggin Savings Bank  
First Suburban Title Company  
Fleet Bank  
Kennebunk Savings Bank  
Maine Education Services (student loans)  
Maine Savings Bank  
Maine State Housing Authority  
Mechanics Savings Bank  
Peoples Heritage Bank  
Practice Developer Rewards Program (a business unit of IDEXX Laboratories)

## **Franchise Companies**

Emery Waterhouse/Trustworthy Hardware  
Goddard School  
Peerless Franchises Inc.  
Primrose Schools  
Sylvan Learning Systems

## **Hospitality**

Sonesta Hotel

## **Insurance**

Blue Cross Blue Shield of Maine  
Blue Cross Blue Shield of Maryland  
Crown Life Insurance  
Council for Disability Insurance  
UNUM Life Insurance

## **Non-Pet Industry Manufacturers/Industrial (B2C, B2B)**

Bath Iron Works (shipyard)  
DeLorme Mapping  
Dingley Press (printer)  
Enterix (human medicine)  
National Semiconductor/Fairchild (computer chip technologies)  
Pine State Trading Co. (distributors to convenience stores)  
Portland Glass (windows, garage doors)  
Post Machinery  
Sprague Electric

## **Media/Advertising**

Burgess Advertising & Associates  
Garrand & Co. Advertising  
HatchHaus Design  
Image Works  
Maine Association of Broadcasters  
New Media Marketing Power  
Pinnacle IT

Port City Life Magazine  
Portland Press Herald  
WCSH Television  
WPOR Radio  
Z-Card

### **Non-Profit Organizations**

American Cancer Society  
Families for Disability Awareness  
Maine Arts Commission  
Maine Special Olympics  
United Way of Androscoggin County

### **Service Companies (B2C and B2B)**

Agile Executive Search  
All-N-1 Landscape  
AWAI (American Writers & Artists, Inc.)  
Bold Vision Consulting  
Brown & Meyers (Court Reporting, Document Management, Scanning, Transcription)  
Diane York Weddings & Events  
Hiresites.com  
Honeck-O'Toole CPAs  
ITN America  
Mr. Lakefront  
Pheasant Tail Ridge  
Peerless Franchises  
Precision Textile Color  
Premiere Web Services  
The Law Offices of Stephen G. Rodriguez  
Workshops International

### **Software/Telecomm**

Contel Business Systems  
Northern Data Systems of Maine

### **Utilities**

Bangor Hydro-Electric Co.  
Downeast Energy



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## HOW I WORK:

**Follow the ContentClear™ Marketing method and develop online content that leads to more conversions — no matter what web goals you have.**

**For every project, I tap into my 7-step method and content clarity tools to ensure that your site is following industry best practices.**

**These steps, adjusted for your particular audience and products/services, can help you achieve your marketing mission, whether you're looking to generate more inquiries, sign up new members, or sell more products.**

### **1. Initial Contact and Proposal**

After an initial conversation with you to determine your goals, I briefly assess your site and develop a strategic proposal including tasks, deliverables, timelines and a cost estimate as appropriate for your project.

### **2. Discovery Phase: Web Purpose/Creative Brief and Online Research**

I work with you to establish your site's mission, purpose, goals, competitive positioning and target audience. This is also where I look at your site analytics, keywords and competition.

### **3. Current Site Analysis and Recommendations: 21-Point Usability Checklist**

I evaluate your current site from the customer's point of view, identify opportunities for improvement, and offer a detailed plan for site optimization. This includes recommended enhancements to strengthen your marketing messages and incorporate SEO keywords.

### **4. Key Message Clarity (Promises/Benefits) for Target Audiences**

I develop a marketing strategy document outlining your target audience's main "pain points" (the need or concern they're trying to solve), your website's value proposition (how your products or services offer the best solutions), your compelling offer, your call to action, your primary keywords, etc.

This helps you prioritize your most critical messages for content optimization so prospects and search engines can find your site and solutions.

### **5. Information Architecture Site Map**

Based on your site's purpose, I can serve as the Information Architect, working with your web team to develop a blueprint for your site. This includes an official Site Map confirming the number of pages, what they include, and how they flow from the home page and through the buying process.

### **6. Detailed Marketing Content in a Content Map/Wireframe, and User-Focused SEO Copy**

Content Maps (also known as wireframes) indicate specific message blocks for each page and where they "live." Once the content maps are approved, I write your detailed, optimized marketing content (in Word or PDF) in page layout formats for total clarity to everyone involved in developing the site. I also provide SEO keywords and page titles.

Once you approve the content, the web team builds each page. I also participate in page review phases, checking all layouts for genuine clarity, proper flow and usability.

## **7. Marketing Your Site: Content for Specific Tactics**

I can play a key role in helping you market your site through a variety of approaches (Blog posts, social media, link-building, articles, landing pages, directories, banner ads, podcasts, videos, e-mails, e-newsletters, direct mail, TV and more). Together, we can test copy and offers as you gain new insights from your customers' responses.

Important! An optimized site is never "done." Regular updates, articles, newsletters, blogs, etc. keep your site fresh and give customers a reason to return often (search engines like them too).

**I look forward to playing a partnership role in ongoing site enhancements that help you stay ahead of the competition and thrive.**



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## Pam Foster's Career Resume

**Pamela M. Foster**

[www.contentclear.com](http://www.contentclear.com)

PO Box 50807, Eugene, OR 97405 Phone: 843-597-6515

[E-mail](#), [Twitter link](#), [LinkedIn link](#)

**Certified SEO Copywriter and Web Consultant specializing in optimizing web content, search marketing, direct response copywriting and e-newsletters**

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**CAREER OBJECTIVE:** To contribute my 30+ years of marketing communication, direct-response copywriting and web-SEO content writing experience to progressive organizations, helping to generate leads, boost sales, build brands, strengthen market position and communicate effectively with target audiences.

### PROFESSIONAL EXPERIENCE:

**ContentClear Marketing** and **PetCopywriter.com** Eugene, OR (Freelance, worldwide)

**Owner**, 1995-present. Provide senior-level creative strategy, sales copywriting, web-SEO content writing and editing, site critiques and SEO audit services.

**Founder**, the ContentClear Marketing Method to Web Site Optimization, a unique 7-step process for developing clear, optimized web content that works.

**Niche markets of focus based on my background:** [Pet industry](#), [B2B](#).

I also train copywriters and in-house corporate web teams on web-SEO copywriting techniques.

**See my entire profile with samples and testimonials at** [www.contentclear.com](http://www.contentclear.com) and [petcopywriter.com](http://petcopywriter.com)

**Pet Health Network** Portland, Maine (Startup pet-owner communications technologies for veterinary practices)

**Content Director and Managing Editor**-January 2008-present

- Provide strategic creative direction, content management and copywriting for touch screen and Web site products revolutionizing pet health education at all pet care touch points
- Write and produce or edit all copy for product, marketing communications, and member (doctor) relations
- Developed and manage process and systems for mapping out and executing content priorities
- Manage brand voice standards, styles and messages (ranging in medical explanations to "home care")
- Manage relationships with physicians and veterinary industry leaders to develop leading-edge content

**IDEXX Laboratories** Westbrook, Maine (Global diagnostic, pharmaceutical and software solutions for animal health and food safety)

**Senior Copywriter and Creative Leader**-Marketing Communications 2003-2006

- Provided strategic creative direction and copywriting for a wide range of corporate marketing campaigns and materials (about 1,000/year), including sales promotion, direct response, Web, training and education
- Developed process and systems for streamlining the creative process and enhancing customer satisfaction; help drive continuous improvement via leadership, teamwork
- Managed brand name standards and corporate brand messaging
- Managed creative team (5 professional designers and copywriters)

**Senior Copywriter**-Marketing Communications 2000-2003

- Provided strategic creative direction and copywriting for a wide range of corporate marketing campaigns and materials (about 1,800/year), including sales promotion, direct response, Web, training and education
- Developed copywriting standards and conventions for department under new branding guidelines
- Established brand name standards

**Marketing Project Manager**-Marketing Communications 1999

- Managed all marketing communications/sales promotion projects for Food and Water Safety Divisions

**L.L. Bean** Freeport, Maine (National leader in sports clothing and equipment; home furnishings)

**Catalog and Ecommerce Copywriter**, L.L. Bean Home 1999-2000

- Developed all product and seasonal “themed” copy for all L.L. Home catalogs
- Contributed to record sales for the L.L. Home division (recognized in Catalog Age awards 2 years)
- Provided copy for public relations efforts aimed at shelter magazines (Better Homes, etc.)
- Developed targeted promotions for hugely successful pet product and holiday/balsam mailings
- Provided copy for E-commerce site devoted to L.L. Home products

**American Cancer Society** Maine Division, Brunswick, Maine

**Maine Public Health Information Officer** 1999

- Managed all statewide cancer programs communications to the public, including extensive public relations campaigns for event attendance and fundraising
- Established October Breast Cancer Month event calendar for statewide kickoff with Governor’s wife

**Maine Education Services** Portland, Maine

**Marketing Manager** 1998

- Managed strategy, media planning, and creative for all marketing efforts related to reduced-rate loans
- Managed all local and regional marketing for the firm’s three Sylvan Learning Center franchises

**Anthem Blue Cross/Blue Shield** South Portland, Maine

**Marketing Communications Project Manager** 1995-1998

Main achievement: wrote and managed health-related and sales-generating materials for insured members, physician/practice members, and sales brokers

**Garrand & Co. Advertising** Auburn, Maine (Full-service advertising agency)

**Business Communications Account Executive, Senior Copywriter, Production Manager** 1993-1995

Main achievement: wrote results-generating copy for dozens of thriving consumer and B2B businesses, including hospitals and medical product companies

**Maine Savings Bank/Fleet Bank** Portland, Maine **Business Communications Manager** 1989-1993  
(closed)

**ImageWorks** Portland, Maine (Multi-media presentations for national marketing and training clients)  
**Account Manager, Scriptwriter, Soundtrack Producer** 1985-1989

**UNUM Life Insurance**, Portland, Maine: **Marketing Communications Consultant** 1984-1985

**WCSH Television, WPOR Radio**, Portland, Maine: **Copywriter and Broadcast Producer** 1981-1984

#### **EDUCATION:**

- University of Maine (Orono), B.A. in Broadcasting/Film 1980
- Trained in direct-response copywriting via AWAI (American Artists & Writers, Inc.) 2005-present
- Numerous post-graduate courses/workshops in marketing, copywriting, resource management, leadership

#### **RELATED SKILLS:**

- Microsoft Office Programs: Word, PowerPoint, Excel
- InDesign and Quark proficiency (copy placement and some design skills)
- Web site content development, information architecture and SEO, limited HTML; audio and video production

#### **AWARDS:**

More than 100 awards: National Telly Awards; *Catalog Age*; National Annual Report Awards, Graphic Design USA's In-House Design; New England Direct Marketing Association; New England Multi-Image Awards; Broderson and Kane Awards (Maine); Maine Public Relations Council

#### **AFFILIATIONS:**

- AWAI (Founders Circle member, Copywriters Wall of Fame honoree)
- Maine Ad Club (Member, former Board member, secretary and chairperson of several committees)
- Art Directors Club of Maine (Former Executive Director)
- American Cancer Society (Former Relay for Life committee member, ongoing volunteer)

#### **PERSONAL INTEREST AND HOBBIES:**

- Pets and all things related to pet happiness, as well as pet-owner happiness
- Singing jazz, particularly a cappella, and other types of group singing
- Stained glass art
- Dancing
- Traveling
- Concerts
- Gathering with family and friends





P.O. Box 50807 ■ Eugene, OR 97405 ■ [www.contentclear.com](http://www.contentclear.com)

## ContentClear Marketing's Schedule of Fees

Pam Foster, Sr. SEO-Web Content Provider and Content Strategy Consultant

When you hire a Certified SEO Copywriter and strategic Web Content Consultant — **you're investing in web content that works**. Smart, competitive and optimized web content drives search engine traffic to your site, turns visitors into buyers, and prompts repeat purchases by your current customers.

Each project estimate is customized for you, based on these industry-standard fee ranges for high-quality, effective work:

### **Strategic Site-Wide Content Audit: Review and Report with Recommendations: \$2,500** *Includes:*

- Message evaluation via **The 5 C's of Content That Works**: Clear, Consistent, Customer-focused, Competitive and Conversion-optimized (written for clicks that lead to inquiries or sales)
- User-friendliness measured against my 31-Point Usability Checklist (industry best practices)
- SEO Reality Check: how well your site is optimized to attract search engines and traffic
- Sales Flow Reality Check: how well your content is written and presented to generate leads or sales orders
- Screen shots of your pages, with explanations of what's working and what could be improved
- Screen shots of your current Google rankings and what's displayed when you appear, with recommendations for improvement (includes a review of your competitors' rankings, positioning and site strengths against your site)

### **Sales Copy/SEO Content Planning and Writing for a Specific Page: \$500-\$800 per page**

Clear, customer-focused sales copy is the #1 factor in whether or not visitors stay to learn more about your business or leave. We put a great deal of thought and planning into optimizing each page with strategic SEO keywords and messages that drive more traffic, boost click rates and increase leads or sales. Includes keyword research.

### **Sales Copy/SEO Rewrite for Product Descriptions: \$250-\$500 per product**

These are your money pages. We'll revise SEO and sales copy to improve search rankings and increase purchases.

### **Single, Promotion-Specific Landing Page: \$1,200-\$2,500+ depending on length and mission**

Landing pages are the main conversion pages for specific promotions, products or audiences. These bring high revenue returns to a business; often higher than website pages when a campaign is built around the landing page.

### **E-newsletter Strategy and Setup: \$1,200**

Together we develop a voice, style, topics, topics calendar and setup with myemma.com or other automated service.

### **Individual Email Promotion/Announcement, E-newsletter: \$250-\$500 per email; \$400+ per e-newsletter issue**

This includes discussing topics, doing research and/or interviews, writing content, and formatting.

### **Web Content Style Guide: \$2,000**

We'll prepare a custom guide for everyone who contributes content to your web pages, so all pages of your site are consistently optimized and written for ideal SEO and conversion results.

### **Case Study: \$1,200-\$1,800 depending on length**

We create a powerful document showcasing the benefits of your products or services through a real-world success story that includes compelling before/after “snapshots,” customer testimonials, statistics (if applicable) and more.

Please [contact me](#) for a custom estimate regarding the following services, since every situation is unique:

- **Internet Marketing Project Management**
- **Training/Speaking/Strategic Consulting**
- **Additional Online or Offline Marketing and Copywriting**

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## **Standard Terms**

My proposed projects fees are always backed by my ContentClear Marketing promise and reputation of content optimization excellence, quick turnaround time, timely communications and ethical, on-target marketing and SEO recommendations.

### **My estimate guarantee**

My estimates come with a guarantee that I'll revise the content until you are completely satisfied with it.

### **A note about my fees**

I require a 50% deposit up front per project or for an agreed-upon set of projects, and I invoice you for the balance upon completion of the project(s) (to be paid upon receipt).

If my estimate is agreeable to you, you'll be asked to sign it and fax it to 1-888-801-5395 or email it to me as a PDF attachment. I submit a PDF invoice and then begin work once I receive the deposit payment via check or credit card.

### **Deadline**

I work with you to determine a schedule for each action step outlined in the proposal.

### **Caveats**

If you need to cancel or put the project on hold once I have begun work, a cancellation fee will be applied. This fee is equal to 50% of the project fee (the deposit).

Although I make every effort to ensure that your copy complies with the law, I'm not an attorney. Therefore, you accept responsibility for the content validity (and you submit the copy for legal review as you see fit). Your team is responsible for final proofreading of all copy.

[Your Company] shall defend, indemnify and hold ContentClear Marketing and me harmless from and against any and all claims, losses, damages and expenses arising from or relating to the offer of goods, information and/or services through your website, or based on a claim that the web content violates the laws, codes, regulations or statutes of any jurisdiction.

### **Results**

There are many factors in your web-SEO and conversion effort — competition, search engine algorithms and regional results, product, market, price, list, demand, customer preferences and major events — that I cannot control. Therefore, while I can and do guarantee your complete satisfaction with my marketing and SEO guidance, ethics and copywriting, I cannot guarantee specific results.

## Screen Shots and Other Samples

### Websites

The following images are from websites I've written for pet product companies and veterinary marketers.

The screenshot shows the MyPetED website homepage. At the top, there is a login section with fields for "email address" and "password", and a "GO" button. Below this is a navigation bar with links for "HOME", "ABOUT US", "CONTACT US", and "JOIN FREE!". A secondary navigation bar includes "My Account", "Pet Health", "Find a Vet", "Adopt a Pet", "Lost & Found", "Mobile Apps", "News", "Blog", and "FAQ". The main content area features a promotional banner for "NATIONAL PET FIRE SAFETY DAY JULY 15" with icons for fire, a cross, and a dog. To the right of the banner, text reads "Support your pet's well-being 24/7" and "Start with free vet advice and your pet's profile in one trusted spot." Below this is a "Sign up for your FREE MyPetED™ account." button. The page is divided into four main service tiles: "Pet Health" (with sub-links for Cat Health and Dog Health), "Find a Vet" (with a search input and "START" button), "Adopt a Pet" (with a search input), and "Lost & Found" (with sub-links for Lost a Pet and Found a Pet). On the right side, there is a "MyPetED App" section with a "CLICK HERE to download" button and an image of the app on a tablet and smartphone, with an "Available on the App Store" badge.

The screenshot shows the Pawsitive Perks website. The logo features a paw print and the text "PAWSITIVE perks™ Fetch more pet retail sales in 90 days GUARANTEED". The navigation bar includes "Home", "About", "Press", "Contact Us", and "Member Login". A prominent call to action states "Call Toll-Free for Details: 1.800.562.3015" and "Pawsitive Perks is powered by Repeat Returns®". Below the navigation is a blue header with menu items: "BENEFITS", "FAQ", "CASE STUDIES", "PRICING & SIGNUP", "FARM & FEED", "VETERINARIANS", and "BLOG". The main content area is split into two columns. The left column has a yellow background with the text "While you drive your pet business, let our Customer Loyalty Programs Automatically increase sales in 90 days or less." and a "START NOW as low as \$39!" button. A red seal says "GET RESULTS GUARANTEED". The right column features a photo of a woman in a pet store and a blue box with "TAKE A QUICK TOUR Pawsitive Perks™ Marketing your pet business the EASY way!". Below this is a video player showing a presentation slide with the Pawsitive Perks logo and the text "Fetch more pet retail sales in 90 days GUARANTEED".



**EPO-Equine**  
All Natural EPO Stimulator for Horses

Enter to **WIN \$500** in Products!

EMAIL :

(Your Privacy is Respected)

**Get the Latest News And Special Offers!**

Home
About
Ingredients
Testimonials
FAQs
Contact Us



**EPO-Equine** *Revolutionary New Blood Builder for Horses*

- ✓ Naturally Stimulates Red Blood Cell Production
- ✓ Increases Oxygen Levels and Muscle Performance
- ✓ Supercharges Speed, Endurance and Recovery

✓ **How it Works**  
*Clinically Tested Formula*

✓ **Our Guarantee**  
*100% 90 Days*

**Order Now!**  
*Try It Risk Free*

AS SEEN IN







**EPO Equine is a Safe, Legal, and Effective Equine Racing Supplement**

## It's a Natural Win-Win-Win

**Boost your horse's speed, strength and stamina without compromising his health - or your soul!**



**Pet Health Network.** *Better Communications, Better Pet Care*

[Login](#)

Home
About Us
Press Room
News
Product Information
Contact Us



**Preferred Business Provider**

What is Pet Health Network?

With Pet Health Network, veterinarians tap into 3 products that enhance client understanding, improve patient care and grow revenues:

- > Exam-room touch-screen computers
- > A Members-only website
- > Client web library

See how well combining sight, sound and interaction improves adult learning – for clients and teams.

[MORE INFO](#)

*"It really enhances our practice image with clients."*



For details, please make your selection below.

**Veterinary Professional**



**Secure Member Login**

User Name:

Password:

[Non-Member >>](#)

Discover how targeted how-to videos and 3-D anatomy models quickly help clients SEE what their pets need and COMPLY with your medical

**Pet Owner**



Locate the pet care information you need by visiting your veterinarian's customized Pet Health Network site.

(If your veterinarian is a member.)

[Search by practice name or by ZIP Code](#)

NOTE: All U.S. small-animal veterinary practices are included on this site. In each state's list, Pet Health

## Direct Marketing and Other Print Materials

Tap into my experience as an L.L. Bean staff copywriter – I was the featured writer for their dog beds and dog products catalog supplements. A *Catalog Age* winner 2 years in a row.

Below are two sample catalog page images, plus several other images representing my pet-industry copywriting work.

Please note that I'll gladly supply specific samples at your request.

**BEAN'S DOG BEDS**  
We've re-engineered our kennel-tested dog beds to provide unmatched quality at a major savings. Made in our Maine factory, these comfortable pet retreats are built to last, in rugged denim, a colorful bandana print or fluffy fleece. Solid Denim cover is 100% cotton (Blue) or cotton/polyester (Green or Tan). Bandana print is polyester/cotton; Fleece Top is polyester/acrylic. All covers zip off for easy machine wash and dry. Our Basic Cushion Insert is a sturdy, 100% corduroy nylon cloth filled with high-loft, odor-resistant polyester. Spot clean. You may also choose our new Dry Weave Cushion Insert. Please see chart for prices and specifications. Choose Small for cats and smaller dogs, Medium for pets up to 40 lb., Large for 40-70 lb., Extra-Large for 70 lb. and up.

**Denim colors:** Green, Tan, Blue.  
**Bandana prints:** Red, Green, Blue.  
**Plaid Fleece-Top colors:** Green, Tan, Blue.



**BEAN'S PET BLANKET**  
This blanket serves double duty as a comfortable travel bed and a protective cover for cars and furniture upholstery. Polyester/acrylic plaid fleece on one side, denim on the other. 48" x 60". USA. Machine wash and dry. Colors: Green, Tan, Blue.

RL25073 \$65



DENIM COLORS: GREEN, TAN, BLUE.



BANDANA PRINTS: RED, GREEN, BLUE.



PLAID FLEECE TOP COLORS: GREEN, TAN, BLUE.

Monogramming available on dog beds; please see p. 49 for details.



**Choose from four sizes**



Nothing performs like our exclusive Dry Weave™ Technology



Liquids roll right off. Easy to clean.

Keeps cushion dry and odor free.

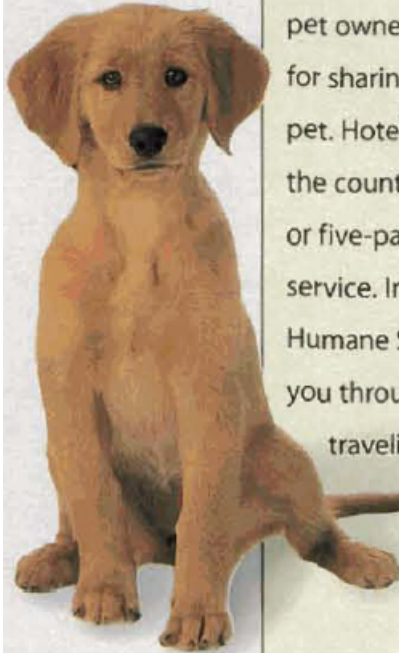
Strong and durable.

This amazing cushion insert wowed pet owners and kennel staff in recent tests. Dry Weave is an innovative water-shedding technology, developed exclusively for L.L.Bean. It offers revolutionary performance in water repellency, odor resistance and easy cleaning. Airflow helps maintain cushion loft and breathability for your pet's comfort. 100% polyester cover and fill, USA. Spot clean.

**3:30 p.m.**  
**Two speeds:**  
**On and Off**

Round	Rectangular	Items	24"	18" x 24"	34"	26" x 34"	42"	32" x 42"	42"	40" x 52"
RL35850	RL35851	Denim Cover	\$20	\$30	\$40	\$50				
RL35852	RL35853	Printed Cover	\$20	\$30	\$40	\$50				
RL35854	RL35855	Fleece-Top Cover	\$25	\$35	\$45	\$55				
RL35856	RL35857	Basic Insert	\$15	\$25	\$30	\$40				

Are we  
there yet?



## PETS WELCOME

We found a travel guide book for pet owners that opens new doors for sharing adventures with your pet. Hotels, resorts and inns around the country are given three-, four- or five-paw ratings for quality and service. Information from the Humane Society of America guides you through the special needs of traveling with your pet. To order

*Pets Welcome*, please call **1-800-524-6826** or visit **www.millpub.com**.

### Health implications

- These retroviruses are highly contagious to other cats, and can cause a suppressed immune system, making your cat more susceptible to other illnesses.
- Although the virus is present and can pose significant risk, your cat may appear healthy for several years... or may show immediate signs of illness.

### What we can do together to help your cat

Our teams can treat any current symptoms and track your cat's progress to help maintain the best possible health. We also advise the following:

- At Home**
- Watch for changes in your cat
  - Isolate your infected cat from other cats in the household
  - Provide nutritional support
  - Keep your cat(s) hydrated
- At the Veterinary Hospital**
- Follow-up examinations every 6 weeks for 1 year or more frequently, as recommended**
- Immunizations
  - Parasite check
  - Heartworm check
  - Dental health
  - Complete blood count (CBC)
  - Chemistry panel
  - Urinalysis
  - Fecal exams



Let's work together to help your cat.

The key to safeguarding your cat's health is to **watch closely** for any changes in your cat's behavior and condition.

Quickly identifying and addressing secondary illnesses is essential to your pet's well-being, so contact us **immediately** if you notice changes in:

- Appetite
- Activity
- Grooming movements
- Hair/Coat condition
- Weight
- Or if your cat is vomiting

Next follow-up **examining date:** \_\_\_\_\_



**Your cat has tested positive for a retrovirus infection.**

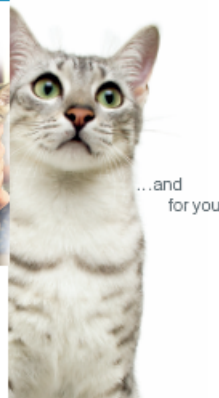
- Feline immunodeficiency virus (FIV)
- Feline leukemia virus (FeLV)

Practice what's possible!  
**ICMx**  
LABORATORIES

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## Retrovirus infection

What it means for your cat...



With proper care, infected cats can often live the long and healthy lives.





more rewards  
more freedom  
more value

Your Guide to Membership Benefits



**IDEXX Practice Developer™**  
Practice what's possible™—the rewards will follow

Earn \$25 in FREE points  
just for calling IDEXX to learn  
how you can  
earn more rewards!  
Call now—offer expires June 10, 2005.

more rewards • more freedom • more value

Contact Name  
Clinic Name  
1234 Clinic Street  
City, State, ZIP

Dear Contact Name:

Great news! You have been enrolled as a Practice Developer™ member, which means your practice now has more opportunities to save money and enjoy member-only privileges.

Congratulations! As an IDEXX Practice Developer™ member, you can earn purchase points based on many of the IDEXX products you use each day to deliver patient-focused care and to manage your business. One purchase point equals one dollar to use toward a wide range of products and services, including medical equipment, educational tools and much more.

**MORE REWARDS!**

As a participant in SNAP Up the Savings and/or an IDEXX VetTest® or SNAP® Reader Rental Program, and now as a new Practice Developer member—all your earned credits and purchase points roll into one big rewards bank account.

Your first Practice Developer™ statement in July will show your total number of points from all your IDEXX rewards programs. Call ISAM at 1-800-551-0998, ext. XXXX by June 10, 2005 to learn how to maximize your points, and you'll get an extra \$25 in FREE bonus points.

Now you can redeem your points toward the widest range of medical, educational and practice-building products and services available anywhere. Exciting new rewards are added each quarter, so be sure to read your statements. You'll find a sample of these benefits in the *Guide to Membership Benefits* and *Members-Only Rewards List* enclosed with this letter.

(Over, please)





**Discover  
unprecedented  
sharpness  
and clarity—  
digital radiography  
like you've never  
seen before**

**IDEXX EquiView™ DR**  
Digital Radiography System