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## Today's Presentation

- 5 Fun Facts
- What I Write: 5 Industries
- What I Cost
- Special BNI Offer
- Questions/Testimonials

## Fun Fact #1: Awards



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CLIO  
A W A R D S



CLIO Award Nomination for  
my first two radio scripts.

## Fun Fact #2: Words



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### • Executive Roundtable: What The Digital Masters Are Doing Right

CMO EXCLUSIVES | July 14, 2015

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by Gil Zeimer  
Contributing Writer  
CMO.com

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#### TOPICS

GENERAL MANAGEMENT

LEADERSHIP

COMPANIES

TRENDS

DIGITAL DISRUPTION

GEORGE WESTERMAN

TWITTER  
LINKEDIN  
FACEBOOK  
GOOGLE +  
PINTEREST  
EMAIL



When the C-suite of digital movers and shakers representing 20 leading companies wanted to discuss "digital transformation," they didn't log on to a webinar.

Instead, they assembled at San Francisco's posh Clift Hotel, in mid-June, to press the flesh, eat breakfast, share their digital visions, and hear insights from an engineer-turned-award-winning author.

I write 10,000-15,000 words per month.

## Fun Fact #3: Hike



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Top of Half Dome & back:  
18.2 miles in 1 day.

## Fun Fact #4: Granny Goose



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Wrote "Flavor Destinations"  
packaging.

## Fun Fact #5: Sara



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Graduating college on  
5/14/16 in 4 years!



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## **Healthcare Writing**

I've written projects for:

- Dentists
- LASIK Surgeons
- Orthopedists
- Urgent Care Clinics
- Vascular Surgeons
- Plastic Surgeons

## **Best referrals:**

Office managers, doctors



# Healthcare Writing

I currently work with physicians from Hawaii to Maryland:



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Bothered by  
**Varicose Veins**  
or **Spider Veins?**

**Dr. R. Randolph Waterford can make them disappear this spring.**

Waterford Vein Institute of Hawaii focuses on treating your embarrassing varicose veins or unsightly spider veins. Let Dr. Waterford relieve your symptoms from vein disease such as:

- Aching legs • Swollen or painful legs • Tired legs • Leg ulcers
- "Heavy" legs • Leg discoloration • Restless legs

Trust one of our Island's most experienced vein specialists. Dr. Waterford is certified in General, Vascular and Cardiothoracic Surgery, as well as Venous & Lymphatic Medicine. He's a full-time Hawaii resident, he offers quick, in-office procedures with minimal to no downtime – **and most procedures are covered by insurance.**

Take the first step toward healthier legs. Call our office today for a **FREE Varicose Vein screening during April.**

Call to Schedule Your Appointment: 808.871.VEIN (8346)

 **WATERFORD**  
**VEIN INSTITUTE**

In the Heart of Maui  
385 Hukilike Street, Suite 210, Kahului  
WaterfordVeinofHawaii.com

**Blogs**

**Print ads**

**Radio & TV scripts**

**Websites**

**Brochures**

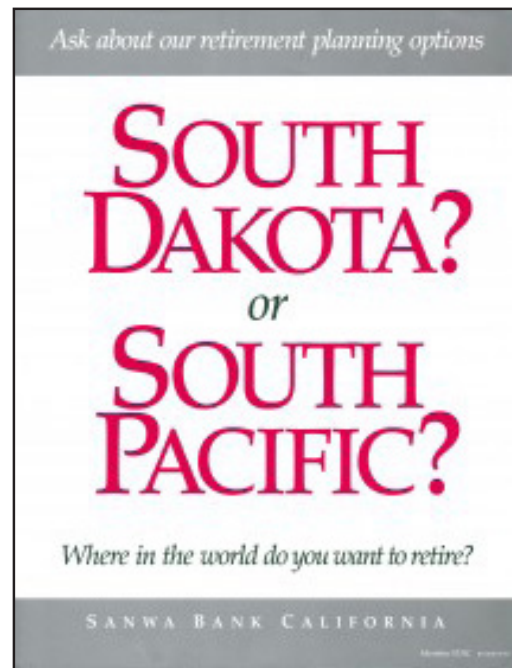
**Best referrals:** Office managers, doctors

# Financial Writing

I've written projects for virtually every major bank and credit card company in California:



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**Print ads**

**Radio & TV scripts**

**Websites**

**Brochures**

**Best referrals:** Marketing, sales managers



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## **Travel Writing**

Hotels, airlines, cruise lines, dive magazines, watersports companies and the island of Kosrae, Micronesia:

- Print ads
- Websites
- Brochures
- Blogs/articles
- Newsletters

## **Best referrals:**

Marketing, sales managers

# Travel Writing

Clients include Chambers of Commerce from California to Michigan for:



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- Visitor Guides
- Newcomer Guides

**A Rich History, A Green Future**  
From a 17th Century Lumber Queen to 21st Century Renewable Energy

**From Depression to Diversification**  
Rebounding from the Great Depression, Muskegon became a leading manufacturer of armor and tank engines during World War II. Today, there's even greater diversity with employers such as Alcoa (formerly a division of Alcoa Power and Propulsion), Mercy Health (a member of Trinity Health), Grand Valley State University's Annis Water Resources Institute, the Michigan Alternative and Renewable Energy Center, as well as Michigan Community College and Baller College with its downtown west-side Culinary Institute of Michigan.

**History Comes Alive Today**  
Best of all, all of this history can be explored at the Michigan Heritage Museum (<http://michiganheritagemuseum.org>). The Lelandus Museum Center ([www.lelandusmuseumcenter.com](http://www.lelandusmuseumcenter.com)), which encompasses the Hackley & Ruste Historic Site, the Fire Barn Museum and the Scribble House of the Depression Era, and at the James Jackson Museum of African American History (<http://aahm.org>).

**"Lumber Queen of the World"**  
When a record 665 million board feet of timber were cut in 1887, Michigan's reputation as "Lumber Queen of the World" grew as quickly as trees fall, producing enough wood to rebuild Chicago after the Great Fire of 1871.

Though the lumber era faded by 1900, forward-thinking industrialists sought to expand our business offerings with food processing, paper production, auto parts manufacturing, and more over the following decades.

**POST CARD**  
*DuWay's River*  
All 4 historical scenes, from the 18th through photos of the 19th century, are available in one place. Make your own or buy one of our 100% recycled, 3.5x5 inch postcard. [www.duwaysriver.com](http://www.duwaysriver.com)

4 Muskegon County Visitors Guide 2013

## Best referrals:

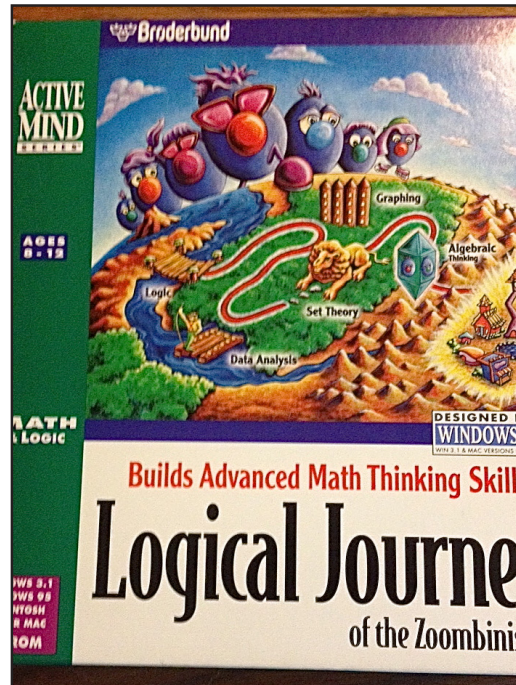
- Chambers of Commerce
- Advertising agencies
- PR Agencies

# Technology Writing

Apple, Brøderbund, HP, Intel, Intuit, Oracle, and dozens more:



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Packaging Copy

Websites

Radio scripts

Print ads

Direct mail projects

Catalogs

**Best referrals:** Sales/Ad Managers

# Boomer Writing

Clients include Senior Living Communities,  
hearing aid manufacturers



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Now Open for New Residents | Call 559.275.2000

Paintbrush  
*Assisted Living & Memory Care*

About Assisted Living Memory Care Floor Plans Dining FAQs Gallery Contact

Beautifully  
**UNIQUE**

**Beautiful Living Begins Here**

Welcome to Paintbrush Assisted Living and Memory Care.

We are Central Valley's premier senior living community that's not only warm, inviting and inspiring but invigorating as well. A senior living community that's complete with a competent and compassionate team of professional caregivers, **custom-crafted dining**, distinctive amenities and a variety of engaging and energetic life enrichment programs to keep bodies and minds stimulated.

Architecturally inspired by Yosemite, Paintbrush is a new concept in assisted

- Websites
- Radio and video scripts
- Print ads
- Direct mail projects

## **Best referrals:**

- Senior living communities
- Marketing managers



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## What My Writing Costs?

Projects estimated @  
about **\$125**/hour.

BNI discount: **\$100**/hour.



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## **Special BNI Offer**

LinkedIn Profile for  
\$100

- Valid only for BNI Members and Visitors
- Valid through 4/30/16



# Zeimer.com



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415-491-1058

Freelance Copywriter: Gil Zeimer

HOME PORTFOLIO WHAT I WRITE BLOG TESTIMONIALS ABOUT CONTACT

SEARCH

**Google's  
#1 Ranked  
"Healthcare  
Copywriter."**

[Learn more.](#)

**Strategic.** Being creative isn't enough. You want a strategic writer. [See more.](#)

**Prolific.** Every day, I write print ads, radio & TV scripts, websites and more. [See samples.](#)

**Terrific.** "I interviewed six writers and hired Gil to write my website content." [See more.](#)

**San Francisco Gil Zeimer: Freelance Copy Writer, Blogger, Producer**

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- Resonance Jazz Ensemble: Radio, Print and Banner Copy

Questions? Testimonials?