

Amy Souza, Writing and Editing Samples

Short ads (writing):

Sample ad copy #1

Puzzled? We can help.

[Business Name] provides modular solutions that fit your needs, backed by support and training from experts in the field. Interested? Call us. Together we'll build a solution that's right for you. [Contact info goes here.]

Robust, integrated, modular solutions from a name you can trust.

Sample ad copy #2

Packaged solutions for your most puzzling business needs.

Association management isn't one-size-fits-all. That's why we offer modular solutions that suit your specific requirements. With [Business Name], you get everything you need, nothing you don't. And our products are backed by expert support and training. Interested? Call us. [Contact info goes here.]

Modular solutions from the company you can trust.

Email newsletter subject lines (writing or editing):

Act now: CPLP Exam deadline is tomorrow

Just Released! Tony Bingham's Book, *The New Social Learning*

Looking Ahead: Aligning with ASTD's New Vision and Strategies

Participate in ASTD's 2010 State of the Industry Report in this issue of LINKS

Share Your Stats in the ASTD State of the Industry Report—Deadline Approaching

Calls to action on Spark Facebook page (writing):

Check out this interview with Spark participant Lisa Marie Basile—a writer and the founding editor of Luna Luna Magazine.

Mark your calendars for Spark 22: May 21 - 30. Registration form to come this week!

Not just for photographers. A good read about inspiration, the urge to make art, and life in general.

LeVar Burton reads poems. Do you really need more of a reason to listen? Well, here's one: "Book" is written by Spark participant, Amy Ludwig VanDerwater. Go, Amy!

If you've ever thought about treating yourself to a writing retreat, read this.

Amy Souza, Writing and Editing Samples (continued)

Feature article blurbs (writing or editing):

Take a cue from master storytellers and use narrative to enhance your training.

We must approach each new project as just that—new—no matter how similar to anything we've encountered in the past.

Get people outside their thinking routines and away from the four-walled environment of their workplace.