

BRIDGING THE GAP BETWEEN GREAT PRODUCTS AND GREAT CLIENTS

***Reaching the “aha!” moment***

Your job is knowing your company and your product inside out. But a list of specifications and an annual report probably won't persuade a potential customer that your product is exactly what he needs. Why not let a specialist do the persuading? For 25 years as a researcher, teacher, lecturer, and writer, I've tackled the challenge of communicating information—and found delight in seeing people reach that “aha!” moment, when they grasp an idea and its value to them.

***Effective writing***

Communication isn't just finding the right words. It's the right ideas, presented in the right order, with the right flow. Before I start writing, I'll take the time to find out who your target audience is, what message you want to convey, and what goal you want to achieve.

***Versatility***

I've written and lectured on topics that range from American history to veterinary science and from dental veneers to Jan Vermeer. As an outsider, I can ask the kind of questions your potential clients might ask, then focus on conveying the answers in a way they'll understand.

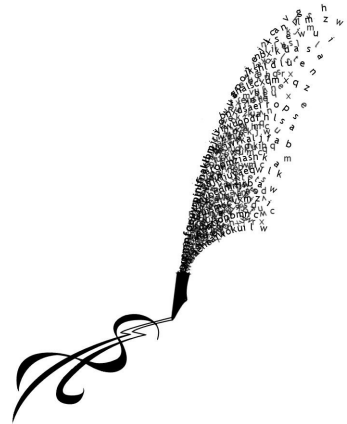
***High quality and value***

I take pride in providing text that meets high standards of both style and content—and is delivered on schedule. Since my overhead is lower than that of a large advertising or PR agency, I can offer you lower rates.

Dianne Durante  
*Copywriter*

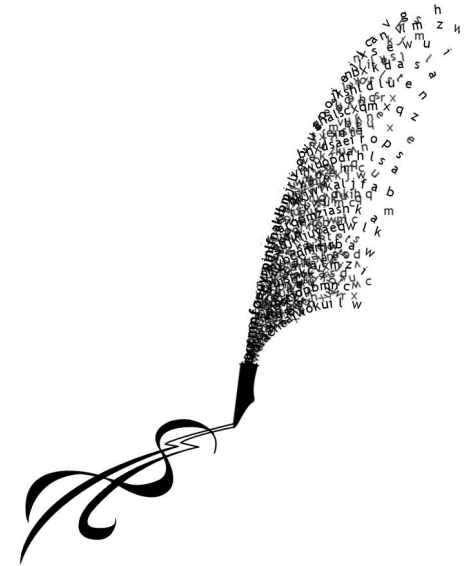
*Bridging the gap between  
great products  
and great clients*

Copy for print and the web  
Catalogues ♦ Manuals  
Blogs ♦ Newsletters  
Promotional pieces



Dianne Durante  
326 Leonard St.  
Brooklyn, NY 11211  
718-218-9266  
Mobile 917-392-2695  
[dldurante@earthlink.net](mailto:dldurante@earthlink.net)

Dianne Durante  
*Copywriter*



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## EXPERIENCE

Rely on my 25 years of writing experience for

- Marketing brochures & flyers
- Advertising copy
- Newsletters
- Blogs
- Website copy
- Instruction manuals
- Catalogues
- Promotional pieces such as calendars and note cards

## CLIENT LIST

American History Workshop  
Ayn Rand Bookstore  
Martayan Lan Rare Books  
NYCHEA Players  
Quent Cordair Fine Art  
StudioEIS  
Thinking Directions

I've worked with several researchers, and Dianne was by far the most reliable, professional, savvy, and efficient.

—Karen Abbot, author of  
*Sin in the Second City*

## QUALIFICATIONS

My book *Outdoor Monuments of Manhattan: A Historical Guide* (New York University Press, 2007) was favorably reviewed in the *New York Times*. I've promoted the book and my other publications on a website and blog devoted to outdoor representational sculpture in New York City. I also blog on current events in historical perspective and co-author a blog on dentistry.

Dianne's writing is clever and clear, her business manner is professional and friendly, and her work is reliable and thorough. She's a great person to have working for you.

—Jean Moroney, Thinking Directions

## WHY HIRE A FREELANCE WRITER?

Do what you do best and enjoy most—and outsource your writing chores to a professional who loves being the spark that bridges the gap between your products and your clients.

Advantages to hiring a freelancer:

- It improves your bottom line: you pay for the service only when you need it. No salaries, no benefits, no sick leave.
- It's more efficient to hire a specialist for a specialized task than to reinvent the wheel.
- It makes your job easier: you fill me in on the project and I deliver the written material you want, on schedule and to high standards.
- It gives you a fresh perspective on the task at hand.

Dianne is a thorough researcher, and handles with great ease printed sources as well as the Internet. She is an excellent writer, creative and versatile, who can handle a wide variety of challenging subjects. She deals with deadlines very efficiently—always with a smile and a great attitude—and is a pleasure to work with.

—Seyla Martayan, Martayan Lan Rare Books

## POLICIES

### *Consultation & Agreement*

At a no-obligation, no-charge consultation, we'll discuss the scope and aims of your project, then talk about finances. Once we've settled the details, I'll write a letter of agreement that outlines responsibilities and sets a time frame for completion and payment.

### *Terms*

Since all jobs are different, quotes are made after consultation. Short-term assignments (2 weeks or less) can be quoted at a flat rate for the project. Larger projects may be quoted at an hourly rate. One-third of the contracted amount will be due up front, with the balance paid as agreed-upon milestones are reached.

### *Revisions*

Two rounds of revisions are included in any contracted price. Additional revisions are billed on an hourly basis. Prices quoted are for written copy only: additional services may be contracted and billed separately.

It was her job not only to design and print the materials, but also to gather the ads from the advertisers, the bios from the individual cast members and the notes and other copy ... Dianne was always able to get everything in on time. Her writing skills are excellent and her design always beautiful. I can wholeheartedly recommend her for any position that involves writing and design, especially when deadlines are tight.

—Penny Kjellberg, Producer,  
NYCHEA Players