

**James Bailey**  
Writer and Copywriter

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An extraordinary combination of writing, business and marketing skills come together to provide you with professionally written marketing and collateral materials with but one objective: to make you look great.

**Benefits To Your Organization:**

- Save time and money by having company communications written effectively the first time.
- Coordinate your materials into a highly focused package selling your concept, business and products.
- Expand sales with properly designed, coordinated and written marketing collateral materials.
- Multiply customer retention through properly designed and written follow-up communications.
- Increase employee productivity through effective instructions, manuals and communications.

**Specific Experience Highlights**

Versatile, detail-oriented writer and copywriter experienced in business operations, marketing and sales with writing and editing skills in website design, content production, direct response programs, keyword rich content, manuals, catalogs, newsletters and advertising.

Writing and Published Work

*The Arizona Cancer Center* – Vim & Vigor Magazine  
*Puerto Varas* – Travel article for AllSouthernChile.com  
*The New Jackson Hole* - Destination Piece for GoNomad.com  
*Blackout in Barstow* - Humor Piece for RealTravelAdventures.com  
*Village Visitor* – Monthly Column Highlighting Carlsbad Businesses

Brochures and Catalogs

SkyTypers, Inc. – 16 Page Brochure for Skywriting Company  
Florid Polytech, Inc. – Series of 9 High Tech Floor Epoxy and Resin Product Brochures  
Proline Concrete Tools, Inc. - Concrete Stamping Product Catalog

Technical Writing

NetOffice.com – User Manual for Business Management Website  
La Jolla International – Specification Sheets, Catalog, Commodity Sales Contracts  
Proline Concrete Tools – Catalog of Decorative Concrete Stamping Tools

Editing & Copy Development

Best of the Masters – Newsletter Content, Book Chapters, Catalog Descriptions  
Video Magalog – Catalog, Advertorials, Database Content

Advertising Copy

RBS Productions – Website Design, Print Ads, Content Strategies  
Erickson & Sommer – Direct Response Package, Radio Ads, Print Ads, Dialogues

Concept Planning

SalesPoint – Content Strategies, Business Plan, Installation Procedures  
North County Local Growers – Direct Response, Customer Packages, Procedures

**Websites**

OakWineCradles.com – Direct Online Sales	PTSDDeals.com – Travel sales and stories
MyFREEDOMDiet.com – eBook Direct Online Sales	ChileForSale.com – Chile Real Estate Company
LawMart - Franchise Legal Assistance	Renoka - Health Products in Trinidad & Tobago

**Education**

BS, University of Arizona	California Real Estate Agent
American Artists & Writers Institute	Certified Mortgage Investor
US Navy Documentation Training	Corey Rudl Direct Response Program

**References**

Available Upon Request

**Portfolio Sampling**

<http://www.jcbwriting.com>