

# How to Build a Reputation So Your New Freelance Copywriting Business Thrives



**Stacey Mathis**

© 2009

**NOTICE: You Do NOT Have the Right to Reprint or Resell  
this Report!**

You Also MAY NOT Give Away,  
Sell or Share the Content Herein

If you obtained this report from anywhere other than <http://www.staceythewriter.com>,  
you have a pirated copy.

Please help stop Internet crime by reporting this to: [info@staceythewriter.com](mailto:info@staceythewriter.com)

© Copyright 2009 Stacey Mathis

**ALL RIGHTS RESERVED.** No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

**DISCLAIMER AND/OR LEGAL NOTICES:**

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update her opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author, nor her affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

## Super Bonus!

*The SEO press release report for copywriters is now available to the general public.*

**"If you can come up with just one copywriting niche, you can learn to write a press release that attracts new customers, increases visitors and traffic to your website and increases publicity for your freelance copywriting business!"**

**Own your own SEO press release report written exclusively for copywriters.**

**(We'll Even Show You Where To Find The Top Free Press Release Distribution Sites!)**

*P.S. Since you've already purchased "How to Build a Reputation So Your New Freelance Copywriting Business Thrives," I will give you the SEO press release report "New SEO Press Release Strategy for Freelance Copywriters to Reach Clients Directly" for absolutely NOTHING. The regular price is \$12.00, but as a "thank you" for your purchase, I am giving it to you.*

**Click the Link Below For Your Complimentary Report**

**["New SEO Press Release Strategy for Freelance Copywriters to Reach Clients Directly"](#)**

## **Table of Contents**

### **Reduce Your Competition and Increase Your Marketability by Leveraging a Niche Market**

1. Make It Easier to Sell Yourself by Finding a Niche Market to Serve
  2. Position Yourself as the Go-To Copywriter for Your Niche
- 

### **Improve Your Image, Marketability and Your Profitability**

3. Team Up With Someone Whose Profession Complements Yours
  4. Clean Up Your Online and Your Offline Persona
  5. Getting Ahead and Staying Ahead of Your Competition
- 

About the Author

## Reduce Your Competition and Increase Your Marketability by Leveraging a Niche Market

### 1

#### Make It Easier to Sell Yourself by Finding a Niche Market to Serve

The most successful copywriters in the world understand this very basic secret of copywriting – find a niche, a profitable niche. Initially, you want to qualify your market of interest before you commit to it as your area of specialty:

(a) You want markets that are growing or at least not in the phase of dying out? Using [Google's](#) general search engine or its "[News](#)" search engine, you should search for specific companies you know of in the subject industry, or simply Google the industry and check out random, but recent, press releases and news stories. Also, you can check out [Business Week](#), a great tool for "essential business insight." Such media materials can provide a lot of useful information about the state of your industry of interest. For example, if you search the key phrase "pet industry" on the Business Week site, it takes you to the link below, which demonstrates that, although the pet market/industry may not be growing by leaps and bounds every day, particularly in light of the 2008 recession, it's certainly not a dying market;

<http://smallbiztrends.com/2009/01/pet-industry-trends-2009.html>

(b) You want to choose markets that understand the need for copywriters. Visit sites in your chosen field and look for their advertising collateral. In other words, do they offer brochures or distribute newsletters? Do they have landing pages? Check out the pages of their website. Do

---

### 5

they look like they were done with the expertise of a copywriter (Have the basic copywriting “musts” been done on their site)? For example: (a) Do they use headlines? (b) Do they build up excitement to get the reader to take certain action immediately? (c) Do they have one (or more) ways to collect email addresses? (d) Is the website easy to use?

Next, determine your niche. Think about it every which way? What do you do well? What do you love? What do you have a strong interest in? What are you passionate about? What industry do you really understand? What do you have experience doing? Whatever your answer is, consider focusing on one or two of them as a niche market(s) for your freelance copywriting business. Here’s the logic: (a) If it interests you, you can enthusiastically present your copywriting services to your prospects; (b) If you are good at it, your natural confidence in your capability will help sell your expertise; and (c) If you have experience in it, you build credibility and increase the likelihood of being viewed as an expert. You have a powerful frame of reference you would not otherwise have. Being seen as an expert in one or two areas allows you to command higher rates. In addition, when you are familiar with the area you are writing about you spend less time researching and more time writing. All of this quickens the road to success.

If you’ve had a job, hobby or relationship with an industry/market, your task of finding a niche is that much simpler. The number of markets from which to carve out a niche are endless: Health Care, Fundraising, Sports, Home Business, Sweepstakes, Technical, Legal, Medical, Luxury Market, Urban Market, Hispanic Market, Financial, Education, Gaming, Travel, Outdoor Living, B2B, B2C, Software, Fashion, Pharmaceutical, Insurance, Cosmetics, Direct Response, Publicity, Greeting Cards, Skincare, Fitness, Banking, SEO, Real Estate, Your City, Mental Health,

Non-Profit, Auto, Funeral, Pets, Your Subculture, Youth Market, Baby/Toddler Market, etc. And within these niche markets, there are an infinite number of sub-niche markets.

Get creative in your exploration for a niche. Your niche within one of these markets could be organic baby products in the baby/toddler market; Asian travel within the travel market; pet medicine within the pet industry; baby boomers within the home business market; women's golf apparel and accessories within the sports industry; natural hair care products within the urban market. FYI: These are all viable markets at the time of this writing.

Jog your memory. Look at your old calendars or in your paypal receipt files for reminders of seminars, webinar, teleconferences and trade shows that you've attended, etc. - activities that provided you with enjoyment or enlightenment on what can now become your niche.

Feel your oneness with your niche market. To do so, write a press release about yourself as if you hired you to write about you. The idea is so that the businessperson-you can get connected with the new "copywriter-you." You have to be able to sell yourself. But first you have to understand and identify with yourself, i.e., your product.

Your press release headline should grab the attention of the audience you are writing for (e.g., the decision makers of your niche market). The purpose of your press release is to inform your target audience of something newsworthy and enticing as it relates to your copywriting services and the niche you've chosen. For example: You will be hosting a blog about writing for the babyboomer home business market. You will want to put a spin on your copywriting services to identify some distinct aspect of it.

Make sure you fill in the body of the press release with real facts, not hype, about you. If you have a hard time thinking of many, ask someone who knows you vis-à-vis your preferred niche market, or look at your resume, old and current.

## **How to Build a Reputation So Your New Freelance Copywriting Business Thrives**

Save this press release. You'll need to refer to it in the future. You are going to use it to let your niche world know you're out there.



2

## Position Yourself as the Go-To Copywriter for Your Niche

The go-to copywriter is the writer that many in a particular market turn to when they are looking for copywriters with insight into their distinct group of enterprises to craft promotional material for their company. It can also be a copywriter who is known for crafting words for certain types of collateral, e.g., a copywriter known for writing catalogues for the software market or for writing annual reports for non-profit organizations. It's someone they are confident can do the job because they've demonstrated that they know what's going on, and they are willing to share that information with others who can benefit from it.

If you take a look at [Robert Bly](#), you'll see that he is the premier, go-to copywriter for the B2B/High Tech market. What you also will notice from his site is that he is very generous with his knowledge of marketing and copywriting techniques, etc. Now, don't be discouraged because of his 30 years of experience. There are enough markets and submarkets to go around, even for novices. The key is to brainstorm so you can carve your corner in existing markets or leverage main markets (where no go-to copywriter has yet to establish a foothold).

It is recommended that you adopt the following traits so that you align with what others have come to expect from the go-to person: **(a)** Be approachable and willing to share your knowledge; **(b)** If you belong to social media groups or other types of associations and you are emailed a question in response to an article or a social media post (that you posted on [Twitter](#), [LinkedIn](#),

[Facebook](#), etc.), make sure you respond within 24-48 hours. Your response does not have to be elaborate, but it cannot be dismissive and must be friendly; **(c)** If someone asks you for something with respect to your expertise and you promise to deliver, by all means, you must deliver. If you can't, do not leave them hanging. Let them know, kindly, that you'd love to help them, but that the most you can do at the moment, is provide them with a link that may be of some help to them. Provide said link, and thank them for coming to you with their inquiry. Also let them know that if you come across information that you think might be helpful to them, you will send it. This person may be asking because their boss (Toyota or Bank of America) told them to inquire anonymously; **(d)** Provide truthful but diplomatically-couched answers. The idea is to be honest, but not break someone's spirit. It's sort of like telling the truth to a child; you should be forthcoming, but not shatter their world; **(e)** You should be able to help your market improve their decision-making by knowing how to access information and knowledge that is important to your market. Stay abreast of what's going on in the industry and what's current in Web 2.0 and technology apps. You need not be an expert in these areas, but you should be able to point someone in the direction of a reliable resource. You want to be able to understand their needs and deliver, and the only way to do that is to keep up with the latest trends, etc. (See this Report, Section "5").

Get the word out about your expertise.

**(a) Write high quality articles and reports (10-15 pp) in your area of expertise.** Post your articles and reports on your website and on the social media sites you belong to (if policies permit it). You will also want to publish them with leading article directories – the vast majority of which are free. Other site editors and website owners frequently scour top article directories for articles to reprint in their newsletters and to post on their sites for their visitors to read and/or learn from. This helps build your reputation as an expert. In addition, each directory allows you to add a

resource box with a short bio about yourself at the end of your article, along with a link to your website. When their visitors and customers come to your site, they can view your portfolio and see other articles and reports you've written about your niche market. People who find that your articles have useful, practical or important information they need, come to respect and trust your opinion.

The top article directories on the Internet include:

[\*\*EzineArticles.com\*\*](http://EzineArticles.com)

[GoArticles.com](http://GoArticles.com)

[\*\*ArticleDashboard.com\*\*](http://ArticleDashboard.com)

[ArticlesBase.com](http://ArticlesBase.com)

[\*\*iSnare.com\*\*](http://iSnare.com)

[\*\*SelfGrowth.com\*\*](http://SelfGrowth.com)

[\*\*Buzzle.com\*\*](http://Buzzle.com)

[\*\*ArticleCity.com\*\*](http://ArticleCity.com)

[IdeaMarketers.com](http://IdeaMarketers.com)

[ArticleAlley.com](http://ArticleAlley.com)

[Web-Source.net](http://Web-Source.net)

[SelfSEO.com](http://SelfSEO.com)

[Amazines.com](http://Amazines.com)

[ArticleTrader.com](http://ArticleTrader.com)

[\*\*SearchGuild.com\*\*](http://SearchGuild.com)

[WebWorldIndex.com](http://WebWorldIndex.com)

[ArticleSphere.com](http://ArticleSphere.com)

[BusinessKnowHow.com](http://BusinessKnowHow.com)

[PromotionWorld.com](http://PromotionWorld.com)

[ArticlesFactory.com](http://ArticlesFactory.com)

[ExcellentGuide.com/article](http://ExcellentGuide.com/article)

[ContentDesk.com](http://ContentDesk.com)

[ArticleCube.com](http://ArticleCube.com)

[ArticleBiz.com](http://ArticleBiz.com)

(b) **Draft and send your press release.** Once you've secured a satisfied customer, consider sending out a press release. It's an excellent way to help solidify you as an expert niche copywriter, because, for one, the public announcement has a built-in credibility element. When you prepare your press release you will incorporate your copywriting, niche market keywords to help drive targeted traffic to your website. People looking for what you specialize in may be more likely to find you before landing upon the sites of your competitors who "kind of," "sort of" write for your niche market. Decision makers of companies are always excited to give their marketing projects to a copywriter who truly understands their market. A press release lets them know a copywriter who is perfect for the job is out there and it helps them discover that that person is you.

## Improve Your Image, Marketability and Your Profitability

### 3

#### Team Up With Someone Whose Profession Complements Yours

As a copywriter you make a great half for just about any team within a niche, firstly because your frame of reference allows you to resourcefully and economically communicate a client's product's or service's benefits. Moreover, you can demonstrate this insider's knowledge of a client's field, which makes your partner look good.

There are many benefits to you for creating such partnerships, including: your copywriting business will have greater exposure; you will have access to a potential client base that you would not otherwise have; and a reputable partner helps to establish your credibility which also can facilitate the passage to bigger and better opportunities.

You can find professionals to pair up with in [meetup.com](http://meetup.com) groups, and in groups devoted to specific industries on [linkedin.com](http://linkedin.com) and [facebook.com](http://facebook.com). Another way to find people with whom to create a joint venture or with whom to create the less rigid arrangement - a strategic alliance - is by doing an Internet search of the phrase "joint venture" or "strategic alliance" along with the term "copywriter." Individuals who are looking to join up with copywriters often optimize their pages so that you can find them by doing casual searches like this.

You can pair up with an SEO expert, a website developer, a graphics artist, a sales trainer, media market specialists, a motivational speaker, a promotional products company . . . you name it. If you belong to a Chamber or Commerce or other organization, place a posting on their website

or in their newsletter. Most organizations maintain a list of their members. Peruse these lists for professionals you think you'd like to pair up with. Use this [email](#) link as a guide for writing your proposal/correspondence to your prospective partners.

Web designers are a great example of potential JV partners. Web designers often are uncomfortable doing the writing portion of websites, although many of them give it a shot anyway, because their customers commonly expect writing to be a part of the web design package. Imagine a designer who is ill-at-ease with writing being able to reach in his back pocket and pull out a reliable and talented health and wellness copywriter for his client - webmd.com.

Once you've found someone whose business could use a copywriter and you've proven yourself to this person to be a writer they can boast about, 25% of the marketing legwork you'd ordinarily have to do will be done. Simply put, it's a way to expand and enhance your freelance copywriting enterprise without the typical, long and drawn-out formalities of expanding a business.

As you can gather, there are different types of partnerships, alliances and ventures. A joint venture (or "JV") is an entity formed between two or more parties who enter into a contract for the purpose of carrying out a particular business undertaking. They agree to share control of the business, as well as share the profits, losses and expenses.

A strategic alliance, on the other hand, is a relationship between two or more parties to pursue a set of agreed upon goals for the purpose of meeting their individual business needs, while keeping their businesses totally independent of the other parties' businesses. They might provide an alliance with regard to products, services, channels of distribution, expertise, etc., but they do so with the goal of a synergy – hoping that the benefit of the alliance is greater than their own individual efforts.

The parties agree to create a new entity by both contributing equity, and they then share in the profits, expenses and control of the business. A copywriter can agree to split the proceeds of a project that they both work on. Or the copywriter can agree to use the partner exclusively when he has a client who needs web design and vice versa, and the two professionals keep their billing separate.

**Important Note:** Make sure you thoroughly check out your prospective JV/strategic partners before committing to anything! Check the quality of his or her services or products. Ask for work product samples. Ask for three business references. Make sure the references are companies or persons with whom the prospect has done business in the recent past (last two years).

Check to see if there have been any complaints lodged with the [Better Business Bureau](#) . Additionally, ensure that there are no highly publicized lawsuits against your prospective partner. Sites like [Abika.com](#) provide a host of background, public information on businesses around the country. The key is to make sure your potential partner will be an asset for your customers and your business and not a liability.

4

## Clean Up Your Online and Your Offline Persona

Now that you have decided to become a self-employed business person, your appearance is important. Your appearance includes everything from how you communicate by email to how you conduct yourself in public. It is important that you come across as someone people will feel comfortable working with. Because referrals are a big part of the copywriting business, or maybe any business for that matter, you definitely want to be a person others will not be afraid to recommend. The negative personality characteristics that will work against you include: being overbearing, obnoxious, too talkative, too quiet, too soft-spoken, overly reserved, unapproachable, cocky, vain, shy, insecure and unsure, or having short patience or a short attention span.

### Email Etiquette

When you communicate via email, be careful not to use text messaging abbreviations. You are an adult. You are a business person. You must resist the temptation to conduct yourself in any other way, no matter how down-to-earth the recipient seems. It does not make you look approachable; it makes you look immature. If you are talking to your friend on a personal level, that's okay; go ahead and LOL w/ur BFF. However, to business people you must demonstrate that you know how to set boundaries.

### Your Online Profile, Connections and Pictures

Online, your image is of greater consequence than offline, because you are accessible to the world. Once the damaging act is out there, you can't "unring" the bell. If you have a Facebook account with pictures of you passed out in a lounge or dancing in unmentionables with a sombrero



on your head or if you are connected to people with highly questionable profiles (promiscuous, etc.), you may want to consider closing that account and reopening one with more tasteful and professional postings and connections. Before people do business with others, very often they look them up online to see what they're about. Make it your aim to come across as a serious business person.

This is not to say that you have to appear to be a stodgy professional. Copywriting is a creative field, and there is an expectation of fun; nevertheless, it's fun within the parameters of professionalism and some impression of decency, unless, of course you are providing copywriting services for the adult media industry – but that's a whole other world. Remember, you want to come across as someone with whom your target customers, contacts and current customers will not be embarrassed to say they do business.

### **Offline Accountability Still Matters**

When your business picks up and the clients increase, you may find yourself finishing up multiple projects on the day you have a meeting . . . before the night you're hosting a seminar. This juggling requires order. You have to be able to find the client's first draft, the other client's final draft, the address of the meeting and the invitation for the seminar. Time is of the essence. Time is money. Organization is critical.

If you have issues with being on time for meetings, sloppiness, following up, keeping promises, meeting deadlines, paying attention to details, staying organized, you have to develop a system for correcting this. Perhaps you can barter with professionals who specialize in these areas by providing copywriting services for them while they provide organizational services, etc. for you.

## **Getting Ahead and Staying Ahead of Your Competition**

The business world is advancing by leaps and bounds every single day. In order to compete as a freelance copywriter you have to keep abreast of the changes taking place in the business world. You should be aware of the available web applications, social media best practices, as well as the ideal marketing tools for your target/niche market.

Carve out thirty minutes to an hour each week to read up on the latest trends in technology and marketing. Follow the example of gurus in this and other relevant industries who stand out among their peers for a variety of reason, including their dedication to their respective fields of interest and their willingness to share what they know. Some of the most outstanding are<sup>1</sup>:

■ [CHRIS BROGAN](#) - a ten year veteran of using social media and both web and mobile technologies to build digital relationships for businesses, organizations, and individuals. Chris speaks, blogs, writes articles, and makes media of all kinds at [\[chrisbrogan.com\]](#), a blog in the top 10 of the [Advertising Age Power150](#), and in the [top 100](#) on Technorati.

■ [MASHABLE](#) is the world's largest blog focused exclusively on Web 2.0 and Social Media news, started by Pete Cashmore.

■ [COPYBLOGGER](#), owned by Brian Clark, is a blog all about helping you: get traffic; gain subscribers; attract links; or sell something!

---

<sup>1</sup> Some descriptions are, primarily, in their own words or those of knowledgeable contributors.

■ [SETH GODIN](#) is a marketing guru who writes the most popular marketing [blog](#) in the world. He is also the founder of [Squidoo.com](#).

■ [MARKETING SHERPA](#) is a research firm specializing in tracking what works in all aspects of marketing (and what does not.) Their research is published for the entire MarketingSherpa community to benefit from. Their goal is to give marketers of the world the stats, inspiration, and instructions to improve their results.

■ [MARKETINGPROFS](#) is a rich and trusted resource that offers actionable know-how to help you market your products and services both smarter and better. Entrepreneurs, small-business owners and marketers in the world's largest corporations make up its 351,000 subscribers, making it the largest in its category. Through its web site, newsletters, conferences, seminars, forums, etc. they help you navigate your way to market your business and keep you informed of the newest and best tools.

■ [Dosh Dosh](#) is a blog offering internet marketing and blogging tips, alongside social media strategies. Best consumed by bloggers, entrepreneurs, web publishers, marketers, freelancers and small business owners.

■ [Clicknewz](#) is a blog updated regularly with Internet marketing strategies, affiliate tips, search marketing tutorials, unique case studies, creative ideas and personal reviews, website traffic ideas and ways to build passive income. You'll also find products, services and website [reviews](#) that relate to Internet marketing and online business. For easy browsing, you can find some of the best

tutorials archived on the [Hot Topics](#) page. Lynn Terry is the owner of Clicknewz and a full-time Internet Marketer with over 12 years of experience in online business and marketing.

Stay in the-know. This is especially important when you come across a client and she asks you if [Plaxo](#) or LinkedIn is better for posting the article she's hiring you to write. Or perhaps she'd like you to write a few pieces for a social media site, but can't figure out how you use which site. For example, it would help you to know, at the very least, these<sup>2</sup>:

- [Squidoo](#) The site allows people to make a special webpage that concentrates on some subject in which you are an expert. A Squidoo lens is a webpage that focuses on a certain topic. For example you could create a lens about a sports team or a service you are offering. People make a lot of lenses on items they want to generate money with. It works! Squidoo pages (lenses) achieve high placement in search engines for many keywords.
- [Digg](#) is a website where members, who sign up for a free account, share online content with the community. Content can include blog posts, articles, audio, links, video and more. Once you submit a piece, it is there for other members to view and "digg". The more a piece is dugg by others, the greater the chance of it being displayed on the front page of Digg, where millions of people will see it.
- [Reddit](#) is a social news website that displays news based on your personal preferences and what others in the community like.
- [Stumbleupon](#) This site allows you to set up a profile and page and befriend other users. Once you have a StumbleUpon account, you can add content, including links, web pages, articles, blogs,

---

<sup>2</sup> Some descriptions are, primarily, in their own words or those of knowledgeable contributors.

video, or audio files. Your content is instantly visible to other Stumblers, who can rate and share it, which causes a viral effect.

- [Googlebase](#) Google Base is a site where you submit online and offline content. Google makes this content searchable on Google.
- [Del.icio.us](#) Del.icio.us is a social bookmarking service that permits users to tag, save, manage and share web pages from a centralized source. Del.icio.us significantly improves how people discover, remember and share content on the Internet.

The same way you take thirty minutes to read the newspaper to keep abreast of what's going on in our world socially and politically, you should take another thirty minutes to read articles to keep abreast of what's going on in the world as it relates to your freelance copywriting business. At least 20-25% of your business should be devoted to marketing. Within that 25%, devote some of it to boning up on the latest tools and learning to apply them to your business and that of your clients.

## Super Bonus!

*The SEO press release report for copywriters is now available to the general public.*

**"If you can come up with just one copywriting niche, you can learn to write a press release that attracts new customers, increases visitors and traffic to your website and increases publicity for your freelance copywriting business!"**

**Own your own SEO press release report written exclusively for copywriters.**

**(We'll Even Show You Where To Find The Top Free Press Release Distribution Sites!)**

*P.S. Since you've already purchased "How to Build a Reputation So Your New Freelance Copywriting Business Thrives," I will give you the SEO press release report "New SEO Press Release Strategy for Freelance Copywriters to Reach Clients Directly" for absolutely NOTHING. The regular price is \$12.00, but as a "thank you" for your purchase, I am giving it to you.*

**Click the Link Below For Your Complimentary Report**

**["New SEO Press Release Strategy for Freelance Copywriters to Reach Clients Directly"](#)**

## **About the Author**

My goal is to teach copywriters how to write or revamp marketing collateral: websites, brochures, fliers, etc., so that their clients can attract more target customers than they can handle. My mission is to put copywriter's on a highway to success in the simplest, least expensive, yet most effective way imaginable. I want each and every copywriter on my watch to become the better choice when compared to their competitors, because they will know the "guarded" secrets the extremely successful pros know.

I have served in marketing/writing roles for the **American Marketing Association's** New York branch, Downtown Women's Club, Chelsea Piers, Metropolitan College MBA student body, Louise & Lillian Group Family Day Care, Sosa Maintenance, Dynamic Business Growth, Biba4network.com a/k/a the "Connection Queen," Maradex Legal Nurse Consulting, Simplenomics.com, Imagine a New Image, Second50years.com, The Renaissance Charter School (TRCS), New York Health and Wellness Fairs, SEO Design Solutions, Career-Wise Ways and many more.

Over the years, I've written everything from advanced websites to ad copy, from research articles to sell sheets. My formal assignments have included web site assessments, press releases, landing pages, consumer brochure writing and editing, crafting circulars, generating event promotional material, newsletter writing, Internet catalogue digesting, conceptualizing print ads, and creating web site copy for advanced, multi-layered websites.

I earned my BA Degree in **Psychology** from John Jay College of Criminal Justice and worked as a Family Law Paralegal for many years, a career where I spent a large amount of time on projects that required legal and business letter writing and editing. During this time, I edited a Family Law column for the Image publication and produced a "How To" manual for New York's Continuing Legal Education program.