



# Angie Dixon

## Internet Copy Doctor

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# INTERNET COPY DOCTOR

*For the Health of Your Bottom Line*

## Client Testimonials

*(All testimonials are taken from the public feedback on my Elance Profile at <http://www.internetcopydoctor.elance.com>)*

*Wow, excellent article writing skills! Definite asset to the Elance community! Will use provider again!*  
-Craig

*I am a repeat customer and continue to be absolutely thrilled with the excellent service from this provider!*  
-Craig

*Once again, we received EXCELLENT articles that hit a home run!!! Highly recommend and will continue doing business!*  
-Craig

*Incomparable work! Could not have been any better. Well organized and structured approach to accomplishing the task. Will definitely work with this provider on a regular basis.*  
-PatriotPublishing

*It was a pleasure to work with Angie. Not only did she provide excellent written documents, she also provided me with valuable content that I hadn't even considered. She is fast, thorough and her rates are very affordable.*  
-PeterFerrera

*I am very pleased. The articles were on topic, well written and delivered on time.*  
-Nexation

*Excellent Quality and well-written articles. I highly recommend this writer.*  
-Kickstart22

*Great work. They provided excellent articles that were very professionally written. Would definitely use again or recommend to anyone.*  
-BHigdon

*Angie was a delight to work with, a very straight forward transaction.*  
-Aloeride

**22% of my clients are repeat customers.**

**One client has now awarded me seven projects, with more to come.**

**Another client has hired me for an ongoing monthly project.**

**29% of my income on Elance is from repeat customers.**



# Why Hire Me?

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## The Short Version

Hi, I'm Angie Dixon. Assume you've called me, or walked into my office, and asked me to tell you, in fifty words or less, why you should hire me to write your current project.

The answer to that question is:

*I'm principled. I'm honest. I meet deadlines. I listen to my clients. I read and write fast. And I write very, very well. I've been doing this for over twenty years, I do it because I love it, and I give it everything I have.*

I hope that short description of my work and my style would be enough to convince you, without my also having to throw in a clever joke or two (I also have a great sense of humor, according to everyone except my daughter, who's 10 and doesn't want to be seen with me).

But I like to form relationships with my clients. I don't want to work "for" you on one project and then disappear. I want you to know who you're hiring, know that you're making the right choice, and understand who I am as a writer and a person.

So for that, I give you...

## The Long Version

### The Seven Habits

I love *The Seven Habits of Highly Effective People* by Stephen R. Covey. I read it about once a year, and I try very hard to live the habits, though I know I fall short. I'm not just saying all this; I really think that these principles have made a big difference in my life, and it's important that potential clients understand that.

### **Habit 1: Be Proactive**

*I know that I am not just responsible for the events in my life, but, as I often hear, response-able. I can respond to what happens in my world, and I can make things happen. I prefer to take on as much responsibility as possible, because that gives me more control over the outcome. I want everything I do to turn out well, and I love getting involved in insuring that result in every project I take on.*

### **Habit 2: Begin with the End in Mind**

*This one habit has had more impact on my life, both personal and professional, than anything else I've ever learned. By beginning "with the end in mind," I can help my clients realize their vision for their businesses and create results we can both be proud of.*

### **Habit 3: Put First Things First**

*This is one of the most difficult habits for me, and when I chart out how I rank on the habits, it's the lowest, but it's still much higher (better than good, less than very good) than it was five years ago. I sometimes find myself juggling, rather than balancing, client projects, kids, husband, best friend and personal time. I've come to believe that no matter how much I improve at this, I'll always wish I had more time. As it is, while I sometimes feel a little frazzled, everything comes in on time and everyone gets what I promised, when I promised it.*

### **Habit 4: Think Win/Win**

*Covey talks about "Win/Win or No Deal." I never enter anything thinking that I'm going to somehow "win" over the other person. Certainly when I take on a project, I believe that we both win, I in having challenging work that pays well, and you in having the best writer for your project. Competition is great, when I'm playing Clue with my kids. It's not appropriate, or desirable, in working with clients.*

### **Habit 5: Seek First to Understand, Then to Be Understood**

*Your project is your project, and I will absolutely listen to you and attempt to do whatever you ask. If I think there may be a better way, I'll suggest it, but I'll always take your feedback and respond with what you've asked for. That's my job, and I work very hard to be responsive.*

### **Habit 6: Synergize**

*I believe that when you and I come together to work on a project, we create much more than just a combination of your business and my business. It's a chemical reaction, not a combination or a physical mixture. We become more than either of us would be alone, and we create great work together.*

### **Habit 7: Sharpen the Saw**

*As a writer, I pride myself on not only writing well, but also writing and reading very fast, and very well at the same time. I read, on average, two to three hours per day, and I read anything I come across. For a writer, reading is a very important method of sharpening the saw, and what I read helps me write more informed and productive projects for my clients.*



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## Portfolio Preview

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(See my complete portfolio at <http://www.InternetCopyDoctor.com>)

## Portfolio: Sales Letters, Etc.

*The following are available for viewing on my website:*

**E lance Success Sales Letter**

**7 Day Mystery Shopper Sales Letter**

**7 Day Mystery Shopper Squeeze Page**

**Book in a Year Squeeze Page**

**Book in a Year One-Time Offer (Upsell)**

## Articles

### **Are You Sabotaging Your Diet?**

*Most people's answer to this question is one of the following:*

*"Of course not."*

*"Why would I do that?"*

*Or just... "No."*

### **Avoiding Stock Market Scams**

*You seem to hear all the time about someone who got taken by a stock market scam. Actually, it probably doesn't happen as often as it may seem, because many scammers are not very smart and many would-be targets are much more savvy than the scammers expect.*

### **Do You Know What You Want?**

*If you're big into personal development, goal-setting, and pursuing your dreams, you may be missing the biggest element for success. You may not know what you want.*

## **Getting Control of Your Finances**

*If you sometimes feel your finances are controlling you, instead of the other way around, you are not alone. A recent commercial for a financial management service stated that 60% of Americans are in debt. Of course that figure is probably overly dramatic, because it takes the tack that all "debt" is bad, and of course that's not true. Most people have a credit card and a car loan.*

## **How to Find the Best Publisher for Your Book**

*Many writers start the search for a publisher with the hope that they can find "a publisher." It usually is not all that hard to find "a" publisher. Finding the right publisher, on the other hand, can be a challenge.*

## **Is There Money in Boomers for Your Business?**

*BusinessWeek recently ran an article about magazines specifically targeted to the over-50 crowd. The writer, Joseph Weber, posed the question, "Do baby boomers really want to be reminded of their age?"*

## **Volunteer Vacations: The New Trend in Tourism**

*The term "volunteer tourism" has become very popular lately, but many people still have some fundamental questions about volunteer vacations, and whether this new trend is right for them.*

## **What's Behind the Harry Potter Madness?**

*Since the first Harry Potter book came out, millions of people have developed "Potter Madness," and it's not just the kids. On July 21, 2007, at every bookstore in the nation, at 12:01, adults and children alike dressed up as Weasleys and Harry and Hermione stood in line to buy the seventh - and last - book in the series. News stories telling even a little of the ending contained warnings that "People who do not want to know the end of the book should not read any further."*

# **Web Content**

## **Reflections Coaching**

*<http://www.slowdownfast.com/slowdownarticles/happiness/itsneverasbad.html>*

## **Black River Flooring**

*<http://www.blackriverfloors.com/articledetail2/Hardwood-Flooring-Care-Tips/>*

## **Bidsaw Real Estate Website**

*<http://www.bidsaw.com/index.php/Buyers-&-Sellers/The-Three-Types-of-Real-Estate-Auctions.html>*

# **Press Releases**

## **The Men We Didn't Choose**

*Writer Hopes *The Men We Didn't Choose* Does Not Lose Its Title*

*Clinton Nomination, Election Loss Could Defeat Writer's Dreams*

*Poplar Bluff, Mo.: If Hillary Clinton wins the nomination but loses the election, history teacher Judith R. Davis will have to find a new book title. Davis is currently writing *The Men We Didn't Choose* (<http://www.judithrdavis.com>) with the help of a unique mentoring program.*

## **Keeping an Open Mind**

*Keeping An Open Mind*

*New Column on Creativity-Portal.com*

*Web surfers interested in creativity, and especially regular visitors of Creativity-Portal.com, have a new source of information, inspiration and entertainment starting this month with the addition of a new column, "An Open Mind," by Angie Dixon, at <http://www.creativity-portal.com>.*

## **Why Aren't You Successful?**

*Why Aren't You Successful?*

*Free Teleseminars Answer the Hard Questions*

*What's holding you back from success? The answer to this and many other questions may be as close as a phone call, thanks to free teleseminars held monthly by Angie Dixon and Leonardo Trait.com.*

## **10 Tips for Helping Your ADHD Son: Free Report Available**

*Parenting a child with Attention Deficit Hyperactivity Disorder (ADHD) is a special challenge, as parents of ADHD boys know all too well. A new web site, "That's My Son!", seeks to change that situation with a free report, "10 Tips for Helping Your ADHD Son," available from <http://www.Raising-the-ADHD-Boy.com>.*

# **Marketing Copy**

## ***Hiring the Best Talent on Elance***

*You can hire great talent on Elance. Many high-caliber freelancers work on Elance because they love the flexibility and don't like to spend a lot of time cold-calling and prospecting for clients. Those providers, as Elance calls them, are waiting for the right client--and you can be that client, hiring the best talent, if you understand how to write your project description and choose a bid.*

## **Tegucigalpa Water Project Proposal**

*Clean water is one of the most important factors in public health today. Asked to name an important humanitarian issues, most people would name clean water as one of the top three. Many major charitable organizations focus on providing clean water, and these efforts do help. More than anything, these organizations have made the world aware of the need for, and lack of, clean water in many areas of the world. Without clean water, many of the world's poorest and most vulnerable people, including the very young and the very old, die of completely preventable diseases.*

*It is almost impossible to overstate the importance of clean water. When a major disaster happens anywhere in the world, one of the first concerns, after initial rescue efforts end, is providing safe water. Polluted water carries with it the risk of bacterial diseases like typhoid and cholera, viral diseases like Hepatitis A, and parasitic diseases like amoebic dysentery.*

*To understand water shortages, it is important to understand how much water is "enough." The Food and Agriculture*

*Organization (FAO) of the United Nations has determined that 50 liters of water, per day, per person, is the minimum health standard. While seventy percent of the Earth's surface is covered in water, many people live without the basic 50 liters per day. This is particularly sad when water is nearby but inaccessible due to geographic and economic factors.*

*The One Year Author*

*You may imagine that everyone wants to be an author; after all, we hear that “everyone has a book inside of them.” So everyone wants to write a book sometime in their life, right? Everyone wants to be an author of a book they've written themselves. Don't they?*

# Ebooks

## ***Travel Consulting Secrets***

*Travel is a fast-growing field, and travel consultants are growing faster than ever. According to recent figures from the American Society of Travel Agents (ASTA), travel consultants sell over 87% of all cruises, and over 81% of all tours and packages, not to mention 51% of airline tickets, 47% of hotel stays, and 45% of car rentals.*

*So if you're looking to get started in a business with a lot of growth potential, it's clear that being a travel consultant fits that bill.*

## ***Bird Flu Secrets***

*We'll start with a quick look at influenza in humans, and then go on to discuss bird flu in particular. It's important to get an idea of what influenza is and how it affects people before we launch into a discussion of transmission from birds to people and possible pandemics.*

*Even if I were qualified to provide it, a full coverage of how your respiratory system works is not really appropriate to this book. However, I can recommend a great book on the flu, *The Good Doctor's Guide to Colds & Flu*, by Neil Schachter, M.D. This little paperback tells you everything you need to know about your body, viruses and bacteria that infect your respiratory system, and more. So if you're interested in an anatomy of the flu virus, check out Dr. Schachter's work. It's very readable and understandable, and even enjoyable, considering that it's a medical guide and not a mystery novel.*

## ***7 Day Mystery Shopper (under the name “Kat Miller”)***

*Mystery shopping is a part-time job where you, as a “mystery shopper” or “secret shopper,” go into stores or restaurants, observe the surroundings and the service, and report back to the company which employed you to do the shop. Shops pay anywhere from \$5-20 for regular shops and as much as \$50 for audio and video shops. You'll work as an independent contractor for companies hired by the restaurant/store/hotel/etc. ownership or management.*

*If you want to be a mystery shopper you need to be reliable, observant, a good communicator, organized, and self-motivated. I hate that term “self-motivated,” but there's not another one that describes it as well, so I'll use it.*

## ***The Cher Factor: Superstar Marketing***

*The whole idea started one fall night when I didn't have much to do, which in itself is a remarkable state of affairs. My husband was out of town, I was a little bored and more than a little lonely; so I put my kids to bed and sat down to watch a Cher concert on TV. Now, I love Cher, always have. One of my best friends hates Cher, and again, always has. But we agree on something, and I think that whether you love or hate Cher, you probably agree with us on this point. The woman knows how to put on a show.*

*During the hour or so I watched last night, Cher changed costumes no less than five times, and during each of her costume breaks the audience was treated to video clips from her movies or from the Sonny & Cher Show, to dancers doing elaborate and beautiful routines, or to a long solo set by her band. Then Cher would make her appearance—and she made an appearance each time she came back onstage. Each time it was as if she was coming onstage for the first time.*



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## Resume: Angie Dixon

### **Freelance Writer and Editor**

*20 years experience in writing and editing, first published in 1987*

### **Published author:**

*The Leonardo Trait: Living the Multipassionate Life*

*That's My Son! Raising the ADHD Bo*

*Laid Back Kids: Solutions for Stressed-Out Kids (And Their Parents)*

*Huh. Photos by Angie Dixon*

*Creativity is a Verb: Poetry and Essays*

*Short Fiction Certificate from Writers Village University, 2004*

*Author of four ebooks:*

*MarketWrite: Harnessing the Power of Words for Internet Marketing*

*The Cher Factor: Marketing Like a Superstar*

*Bird Flu Secrets: What You Need to Know and Do*

*7 Day Mystery Shopper*

### **Author of two unpublished books**

*Addulthood: The Twelve Steps for ADD Adults*

*In Lieu of Evidence*

### **Columnist, <http://www.creativity-portal.com>**

### **Press Releases**

*Freelanced for Internet News Bureau for two years*

*Ran independent press release writing service for two years*

*Developed and taught press release writing course*

### **15 years experience in editing**

*Currently Creative Director (editor-in-chief/lead designer) for Wyngz Publishing, <http://www.wyngzpublishing.com>*

### **Employment**

*1996-present, self-employed writer*

*March 2006-present, Creative Director, Wyngz Publishing*

*June 2001-January 2003, Instructor, Writes of the Imagination, Edmonton, Alberta*  
*February 2001-February 2002, Director, The Writing Life Writer's Community*  
*November 1998-February 2000, Freelance Writer, Internet News Bureau*  
*June 1998-February 1999, Editor-in-Chief, Sumo-Inc (bought by C|Net in 1999)*

## **Education**

*August-December 2000 University of Arkansas-Little Rock, Little Rock, AR*  
*Graduate program in Writing and Rhetoric*

*1986-1990 University of Missouri, Columbia, MO*  
*BA English (diploma awarded in 2006 due to clerical error; coursework completed in 1990)*

A Buyer's  
Guide to

# HIRING THE BEST TALENT ON ELANCE



# Part I:

## What You Can Do Before You List Your Project

### **1: Your Project Idea**

The first step in finding a really great provider on Elance is to have as clear an idea as possible of your idea, before you start.

### **It's Harder Than You Think**

When you formulate an idea for a project you'd like to have an Elance provider turn into reality, the idea is absolutely clear to you. You know what you want done. Now you have to make sure that you convey the details so that your provider knows exactly what you want.

Your vision is crucial; that is always the most important thing.

When you hire a provider, you are hiring a partner in making your vision real. In order to do this, you have to give the provider as much information as possible.

The key is to make sure that your bid conveys enough information to attract the providers who can do the best job. You may wish to share some of your information through the private message board, rather than putting it in your bid, but make sure that the providers have the information they need.

### **Take Your Time**

It's tempting, once you have the idea for a project, to immediately put up a project and start looking for providers. I've been through the process of hiring a provider on Elance, and I know from experience that putting a project online before taking the time to really plan what you need can make finding the right provider a lot harder.

Take the time to understand what you need, and how you want the project completed.

Haste here can cause heartburn later.

### **What Will Your Final Product Be?**

The simple answer to this question is, "My product will be a book, or a web site, or a software program."

The harder answer, but the one that works best, is a very detailed answer of what your product will be. You need to have a very clear idea, that you can share with your provider in such a way that your provider can create exactly what you want.

Another real advantage of knowing what your product will be is that when you evaluate providers, you will have a much clearer idea, when you review portfolios, as to whether that provider does the type of work you need done.

You can compare styles and final products, and choose the right provider.

### **What Do You Need Now?**

When you post a project, Elance asks certain default questions. I'm going to explain how to answer those questions in a way that draws the best providers' interest.

One of those questions will be, what do you have? You will naturally have your ideas, notes and perhaps an outline or suggestions for what your product should be.

You probably also have additional information or suggestions that you will add as the project goes along. Some of this you may know now; some you may determine as you move forward with your provider.

You will need to know exactly what you need your provider to do. While you may not know how to write an ebook, write code for a program, or design a logo, you should know what you want the provider to do, and how to express what you need clearly.

## **What Kind of Freelancer?**

When you start thinking about a freelancer for your project, what comes to mind? Do you need a writer? A programmer or designer? Sometimes specialties overlap; you may need a brochure designed and want a provider who can do both writing and graphics.

## **How Soon?**

We all want our work done yesterday. I understand this from both sides; I have hired providers and I am a provider. I understand wanting your project done now, and I understand the need, from a provider's perspective, to do the best job and take the time to do what is needed.

## **How Much?**

When you set your budget, you'll set it within a very wide range. You are always free, when you hire a provider, to go under or above your stated budget.

If you are not sure what your project budget is, you can learn from the bids providers place. By default, bids on Elance are sealed, so that providers cannot see what other providers are bidding. If you leave the bids sealed, you are likely to see bids all over the board; when you unseal the bids, providers may cluster their bids around the average, but you will see a clearer picture of what your project should cost.

If your project appears to be going way over the budget you have in mind, you will need to adjust the scope of the project to narrow the requirements and suit your budget. A good provider can help you with this scope narrowing.

## **2: Your Project Listing**

While Elance does give some assistance with creating a listing, all the listings created using these tools look pretty much alike. If you can create a truly original listing, you can attract the professional providers you want to create your project.

### **If It's Vague, the Best Won't Bid**

It's a good idea to spend some time looking at listings in your category, to get an idea of what you should say to attract the best providers.

Professionals look for projects that give clear specifications and on which they can bid with confidence that they know what will be required. Many pros will ask questions to clarify their bids, but prefer to know up front what they're bidding on.

Professionals want to know that you, too, are a professional, and that they can trust you to provide everything they need to complete your project.

As a provider, I want to work with buyers who know what they want and can give me useful feedback on the work I do.

### **If You Don't Know Your Budget, Say So**

There is nothing wrong with not knowing your budget. But if you specify a budget, you should be prepared for your bids to be within that budget. If your budget is too low for your project, the best providers will not bid on your project. Misstating your project budget can only hurt you, and your project, in the long term.

### **What Not to Say**

There are a few things you should not say in your listing, if you want pros to bid on your project.

One thing pros run fast away from is, "cost is the primary factor here." Pros do not want to work with people who do not care about quality. I believe that some buyers who claim they only care about price hope to get price and quality. But when you claim that price is your top priority, you send a message that the pros will respond to by not bidding on your project.

Pros also do not respond well to, "This should be an easy job for someone who knows what they are doing." Pros are their own best judge of what they're capable of, and this sounds a little (or a lot) patronizing.

When you just trust that you'll get the best bids by placing a great listing and setting a reasonable budget, that is exactly what will happen.