

The **Mighty** Copywriter

Clarity is King

Make Sure Your Marketing Communications Hit the Mark

With more than 30 years' experience writing for associations, businesses, agencies, unions and nonprofits, Bob James is the Washington, DC area's go-to professional for on-demand copywriting. When you hire him, you get an experienced wordsmith and marketing advisor committed to the proven principle that **clear copy** is the key to results.

Copy for Every Medium

- Social media content
- Website copy & SEO copywriting
- Ads
- Emails & landing pages
- News releases
- Newsletters & e-newsletters
- Podcasts
- Slogans & taglines
- Sales letters
- White papers
- Case studies
- Articles & Op-eds
- Annual reports
- Sell-sheets & fact sheets
- Proposals
- Direct mail packages & self-mailers
- Brochures & collateral
- Speeches & presentations
- Video scripts
- Radio & TV spots
- Tradeshow displays
- Point-of-purchase materials
- Users guides
- And more

7 Reasons to Hire Bob

1. Improve your results
2. Get marketing insights
3. Get fresh ideas
4. Get a competitive edge
5. Free yourself for more important things
6. Get it done right the first time
7. Impress your boss

One More Reason

Bob donates 4 percent of all profits to Washington's literacy council, DC LEARNs.

Contact Bob James about your next project

Email Bob@TheMightyCopywriter.com
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Associations

Aircraft Owners & Pilots Association
American Association of Homes & Services for the Aging
American Association of School Administrators
American Beverage Association
American Chemical Association
American Counseling Association
American Highway Users Alliance
American Iron & Steel Institute
American Meat Institute
American Pharmacists Association
American Society for Microbiology
America's Health Insurance Plans
Automotive Aftermarket Industry Association
CTIA—The Wireless Association
Consumer Electronics Association
Direct Marketing Association
FCIB
Food Marketing Institute
IDEAlliance
International Association of Amusement Parks & Attractions
International Association of Chiefs of Police
International Window Cleaning Association
Mason Contractors Association of America
National Association of Credit Management
National Association of the Remodeling Industry
National Association of Home Builders
National Community Pharmacists Association
National School Boards Association
National Mining Association
Packaging Manufacturers Machinery Institute
PCIA—The Wireless Infrastructure Association
Professional Golfers Association
Retail Industry Leaders Association
Satellite Broadcasting & Communications Association
Society of Fire Protection Engineers
Society of Manufacturing Engineers
Society of the Plastics Industry
Synthetic Organic Chemical Manufacturers Association
Television, Internet & Video Association of Washington, DC
Trade Show Exhibitors Association
US Green Building Council

Government agencies, unions & nonprofits

ASM Resources
The Center for Adoption Support & Education
Center for Exhibition Industry Research
Equal Employment Opportunity Commission
The George Washington University
Internal Revenue Service
International Brotherhood of Electrical Workers
Interuniversity Communications Council
National Association of Letter Carriers
President's Commission on Executive Exchange
Spectrum Support
Urban Forest Council of Washington, DC
US Department of Agriculture
US Postal Service

Businesses

Advanstar Communications
Alcatel-Lucent
Ambassadors International
Armacost Antiques Shows
Backstory Productions
BetterWorld Telecom
BIEC International
Bureau of National Affairs
Cable & Wireless USA
Centennial Contractors Incorporated
The Compass Group International
Cornell Technical Services
Discovery Communications
The Dot Com Group
Edward Segal Communications
ePlus
Experient
Expo & Meeting Resources
Financial Brokerage Services
Fixation Marketing
Food Processing Suppliers Association
Foundation Marketing Group
Freddie Mac
Frost Miller Group
Graphic Arts Show Company
Hanley Wood
The Hughes Group
Ideas Communicated
Integrated Show Management & Marketing
Jacobs, Jenner & Kent Marketing Research
JDG Communications
Martindale-Hubbell
Maslow Media Group
Naylor/Convention Management Group
Net 2000 Communications
Omni Solutions Group
Opus Corporation
Precise Software Solutions
Production Group International
ProLink Services
Sage Group
Velocita
Verizon
Virtualogic
Visual Mining
Vytex Windows
T. Rowe Price
Towers Watson
The Washington Post Company
1105 Media

"Bob is a very smart guy who approaches every assignment with seriousness of purpose and with a clear picture of success. He always delivers on time and on target. It's a pleasure working with a professional that gets it."

Sam Lippman
President
Integrated Show Management & Marketing