

Writing Samples

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My copywriting philosophy fundamentally entails three basic principles:

1. *Communicate* with integrity and appropriateness regarding what the product, service, and client are really all about.
2. *Capture* one or two key features in at least one memorable catchphrase per communication unit (e.g. a web page or subsection).
3. *Accentuate* the mission-critical terms and phrases by way of placement, repetition and visual emphasis.

I am not a hack writer skilled at little more than keyword stuffing. I have had a lifelong love affair with the English language, and have both the background and skills to communicate with imagination and vitality in a business context. To demonstrate some of the breadth of these verbal abilities, this document includes not only content writing which I have done for client web pages, but also a few examples of creative writing such as song lyrics and fiction.

Please note that a number of the businesses represented here are from north of the border, so you will see some Canadian spelling.

DECORATIVE CONCRETE WEB SITE

Outdoor sub-page

Outdoor Concrete Solutions. You'll Do a Double-Take.

With experience in specialty concrete stamping since 1990, The G. P. Concrete Specialist will change the way you look at concrete. It can be more than necessary and practical. With a nice stamp pattern and some custom colouring, it can be downright beautiful and provide significant character to your residence or workplace.

With expertise in stamping, staining, sealing, cutting, custom forming, and more, The G. P. Concrete Specialist is your go-to resource for decorative concrete....

Various page catchphrases

Front page—"Look again. Concrete is beautiful."

Indoor services—"The Great Indoors."

Outdoor concrete—"Outside. The box."

SELF-PUBLISHING SERVICES WEB SITE

All you do is write.

Self-publishing made easy.

Get set for CreateSpace, Lightning Source, Lulu, or Short Run: Full Service Quality Indie Publishing Assistance—Editing, Interior Design & Typesetting, Cover Illustration & Layout

So you want to self-publish, but you're more of an author than a designer or typesetter? Need some help with editing or illustration?

Have no fear! I can help you get your book the rest of the way.

I offer illustration, cover design, editing, and typesetting/interior design experience, all at competitive rates....

CHURCH SITE HOME PAGE

Welcome home.

Ever since the fall of Adam and Eve, people have become dislocated, alienated, alone. Sin separates us, makes us suspicious of others, and causes us to seek to be seen as superior to others.

The gospel of Jesus Christ is a declaration of good news. News of belonging—belonging to Jesus, the One whose love is so great that it led Him to give up His own life—and belonging to His people, His new community that He is teaching recovery from alienation.

At Christ Covenant Church, we are many things, and perfect is not one of them. We are, however, committed to “one anothering,” of living together as a community being made new as sons and daughters of God—and thus, as brothers and sisters of one another.

Join the family of Christ. It's time to belong.

Welcome home.

FORENSIC ACCOUNTANT WEB SITE

It is said that the devil is in the details. A great deal of important information seems inaccessible, because it is locked up in a mountain of data that your legal team has neither time nor training to sort through.

[Business name] provides the key to unlock those details in service to your case—whether your case involves security losses, bankruptcy, business interruption claims, insurance claims, employment class action litigation, breach of contract, or wrongful death.

[Principal's name], CPA, can analyze your accounting and business data to calculate damages and assist in establishing liability. Together, we can develop new strategies, resulting in more advantageous resolutions.

CREATIVE DESIGN WEB SITE

Front page

“Proof of intelligent design.”

“Branding and design that gets the point. Illustration that gets the attention.”

Web site development page

Good Sense Never Goes Out of Style

Don't Just Impress. Communicate.

Just a couple years ago, it seemed most web site developers were on a Flash frenzy, trying to impress everyone with whizzbang effects. Now, even the company who produces Flash appears to be phasing it out.

But of course, other whizzbang stuff pops up all the time. There is never a shortage.

Fads come and go, but the truth is that while fancy effects do draw attention, it's usually not of the right kind: The effect draws attention to itself rather than to the message or product it's supposed to be supporting.

That's why when I develop web sites, I emphasize **old-fashioned values like integrity and communication**. Yes, you may see some fancy image handling and various other forms of responsive web design—but my aim is to put everything I do in service to your message and your product. Otherwise, what's the point?

This good-sense approach has helped me create **appropriate web sites for a broad variety of folks...**

Branding & identity development page

No More Mistaken Identity

Let's capture your good side.

The more diversified the marketplace becomes, the more important it is to develop a clear brand - an identity, a set of associations which people relate to you as a matter of course. *The undifferentiated company or product is invisible in the marketplace*; it vanishes into the thick air of competition.

Let's get you visible.

While some outfits are all about creating fake personas for their clients, I focus on integrity-based communication. While I eagerly bring originality to the table—such as 3D-based theme characters (“marketing mascots,” if you will)—**my goal is to take your real strengths and values and build your brand around them.**

On that basis, **I can help you articulate a strong, coherent identity** that people can latch on to. This identity can be brought to life and expressed through a wide variety of complementary elements....

ASSORTED WEB SITE COPY

Engineering site—“Professional. Innovative. Reliable.”

Northern Alberta styrofoam insulation supplier—Main tagline: “Keep the warm in.” “Warm up to comfort and energy efficiency. Authorized distributors for Quik-Therm.”

T-Shirt site—“Put Goodness On Your Back.” (Note that I named this little business Shirty Goodness.)

SONG LYRIC: “WHERE THE ROAD ENDS”

I'm not ready / to lose you all over again
I'm not ready / to fight a fight I cannot win
But if you're ready to love me / the way I once did you
You know I'd find a way somehow / to heal and forgive you

Chorus:

*Where the road ends, there the sky begins
And we can learn to fly again
So high
Why do you walk and why do you crawl
Can't you hear the eagles call
So fly*

Still you tell me / chain link fences own this ground
I'm not ready / to stand and take this lyin' down
Girl get ready to hold on / it's clearer as you go
You got strength you don't know of / you just set your sights too low (Chorus)

This is the air we share
These are the skies we know
Why you stuck down there
Down on the ground below (Chorus)

SONG LYRIC: "LONESOME GUN"

you were the rebel hero / you were the rock and roll
you were the loaded gun / you broke every rule

but as everyone knows / it can't last forever
dust and rust make their holes / in your armour of leather

Chorus 1

*and time goes on / still you're the lonesome gun
no housewife, no hometown / oh you're on you're own
but the love shines down / on the lonesome gun*

you were the nerves of steel / you were the western pride
you were the man at the wheel / outlaw personified

but as everyone knows / it can't last forever
dust and rust take their toll / on your armour of leather

Chorus 2

*and love comes down / in the form of a Man
there's nowhere to run / nowhere you can
there's nowhere to hide / from the mornin' sun
it's the end of the line / for the lonesome gun*

EXCERPT FROM *THE DAGGER PRINCE* (MEDIEVALESQUE FANTASY NOVEL)

There are those who will say that the story I am about to tell you may not be true. After all, it is not verifiable—at least, much of it is not. But I tell it to you as my father told it to me, and I trust my father. And he in turn trusted the man who told him so much of this account. Whether you trust me or not, there are no alternative records. Unless you count the whispers.

My tale begins in the land of Adamah, during the reign of Tsedec the First, when Mordecani the Wise was Guardian of the Throne. That much, you can look up, if you have a good library.

The kidnapping of Prince Korbin took place two weeks ahead of his thirteenth birthday...

The mere shape that the lad had discerned from afar resolved into astonishing beauty as he approached. Glistening white, the steed stood tall and noble, with eyes of fire, sinews of steel, and a bearing of careless grace. No finer horse could be conceived; no, not even the preferred riding mount of Prince Korbin's father himself.

Menador had already bedecked the creature with an ornate bridle and a saddle that beckoned.

The Chancellor guided the prince's hand to the grand head. The horse looked at his royal master with intelligent eyes.

"What is his name?" asked the excited boy breathlessly.

"Avire," Menador replied. "It means *trusted friend*."

POSTSCRIPT

A lot of people can write well. What I believe sets me apart from many others is that I can write well over a broad spectrum of subjects—and with a variety of voices. I have written sound (and quite technical) copy for stolid professionals, as well as a continuum of less formal content for churches, nonprofits, musicians, individuals, and businesses of various stripes.

And I have written creatively on a host of other levels, from novels of very different genres to religious nonfiction. Oh, and did I mention the thousand songs?

It seems to me that sort of flexibility is very important in a copywriter, because every agency wants to reach, and speak for, more than one kind of client.

With me, you will.