

# SAMPLE COPYWRITING FROM MARIA GUDAITIS DESIGN

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## » Excerpt from a press release for a graphic designer

### **BadDesignKills.com: A Revolt Against the Revolting**

Part prankster, part provocateur, BadDesignKills.com, a new site for professional designers, launched this year on January 12 to cajole an industry invaded by \$29.95 hack logos and cheap clipart collections. The incendiary yet humorous poke at poor design has dual motives: to make fun of the ignorance and cut-rate solutions professionals struggle against, and to generate awareness about the nature of good (and bad) design in the public arena.

BadDesignKills.com is a source for guerilla marketing and more. Cool propaganda-type art is available for design professionals to download and display in their sphere of influence. Industry talents such as Paul Howalt ([www.howaltdesign.com](http://www.howaltdesign.com)), Chris Parks ([www.updesignbureau.com](http://www.updesignbureau.com)), Keith Bowman ([www.designbureauofamerika.com](http://www.designbureauofamerika.com)) and James Strange ([www.gretemangroup.com](http://www.gretemangroup.com)) are among those who contributed free downloadable resources such as stickers and posters. Designers who visit the site are invited to create their own Bad Design Kills propaganda that can be shared with industry professionals globally.

## » Slogans for a large home development

### **LIPOMA FIRS DEVELOPMENT**

#### **Slogans**

Emphasis: Northwest/Outdoors

- All That's Best in Northwest Living
- Celebrate Life in the Northwest
- The Best of Northwest Life

Emphasis: Gracious Living, Style

- Gracious Living in a Natural Setting
- The Charm and Beauty of Classic Northwest Living

Emphasis: Choice, Dreams

- Grow Roots, Build Dreams
- An Open Door to Tomorrow
- Your Future Starts Today

Emphasis: General/Generic

- Fresh Perspectives
- A Fresh Perspective
- Your Life. Your Home. Your Hometown.

## » Text from home development website

### **WELCOME TO LIPOMA FIRS**

Lipoma Firs is the best of Northwest living—a perfect blend of outdoor beauty and grace, along with amenities suitable for a modern, active lifestyle. It's an unmatched opportunity to own a new home near places of natural goodness. You'll enjoy the fresh fragrance of nearby forests...watching hawks soar overhead...catching breathtaking view of the mountains...taking an evening stroll under the stars. Lipoma Firs feels like it's miles away from the stress of the city, yet it's close to the highly desirable urban areas of South Hill and Puyallup.

### **FIND OUT MORE**

We invite you to visit our Lipoma Firs website...and get to know this exceptional Northwest neighborhood. Are you interested in more information about our new homes for sale, or do you want to take a look at the community in progress? Please contact us at (253) 538-7777 or click below to send us an e-mail to request materials or set up an appointment.

## » Text for Christian school brochure

### **New Hope Christian School provides your child with a head start in life!**

Students in our Pre-K and Kindergarten program excel in education, faith, character and attitude. Choosing the right school is an important decision...New Hope Christian School is a great place for your child to build strong foundations for future success.

## » Text from flooring company letter targeting churches

**Every facility eventually needs to replace their carpet or flooring.** Maybe the carpet has served faithfully for many years but now looks worn down and faded. Maybe your tile has become damaged or scuffed, and no longer presents the best first impression. Or perhaps you're just looking to update and freshen your facility with a new style or new color. Why wait another day—it's time to replace that tired surface with something that's affordable and attractive!

Whatever your flooring needs, I'd like to invite you to call Cornerstone Flooring for a free estimate. We're a full-service floor covering contractor in the Northwest, providing high-

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quality products and installation to our clients for over 20 years. And we have extensive experience with churches and Christian organizations in this area, including

- Bellevue Nazarene
- Team Mission
- Camp Cascade
- Neighborhood Church
- Lake Retreat Camp
- Church For All Nations
- Korean Full Gospel Tacoma Church

Churches, non-profit groups and other organizations have chosen Cornerstone Flooring due to our integrity, excellent service and very competitive rates. Because we don't use a middleman, we're able to offer some of the best prices in this area. Lower markups mean you'll get brand new, long-lasting flooring—at a lower price! Our extensive experience with commercial facilities provides you with no-hassle installation and quick service.

**Call today for a fast and simple flooring estimate.** Big job or small, it'll take just a few minutes to measure your floors and let you view some commercial-grade samples—then we'll get you a quote in a day or two. It's easy and it's free. See why companies such as Sears, Carpet Exchange, Office Interiors of Seattle and Cornell & Associates have chosen to use Cornerstone Flooring. You'll love our prices and our service...and we know you'll love your new floor!

#### » Text from custom home-builder website

Every Fox & Dahlia home is a masterpiece of fine craftsmanship and elegant detail, enhanced by cutting edge home-building technology. Features such as magnificent master suites, spa-inspired bathrooms, gourmet kitchens and innovative media rooms contribute to the luxury and warmth of your dream home. Neighborhoods with friendly parks and planned open spaces provide a great community for your family. Fox & Dahlia is committed to building fine homes for discerning homeowners who want the most comfortable, innovative and elegant homes on the market!

#### » Text from property management/rental website

Welcome to the Lease To Own!™ website, where you can find information about one of Washington State's most innovative program for families looking for the home of their dreams. If you're tired of renting, but not quite ready to buy, the Lease To Own program is for you!

**BENEFITS:** We offer beautiful, modern homes in communities throughout the area. Families love having the pride of home

ownership. Features include spacious yards, friendly neighborhoods, great schools and lots of popular upgrades. You'll build up equity while leasing, yet have the flexibility to opt out if your situation changes. It's perfect for military families, those with little or no credit and young families just starting out.

#### » Text from athletic booster club website

##### Who Are We?

The Booster Club is a non-profit group of parents, staff, volunteers and other supporters who are dedicated to supporting athletics at Tacoma Baptist Schools.

Over the years, we've contributed tens of thousands of dollars for needs such as uniforms, coaches' clinics, equipment, housing for athletes at State Championships and more.

Getting involved in the Booster Club is a fun way to meet other families at TBS along with sharing your talents with a good cause. Whether you enjoy phone-calling, designing flyers, working in the concession stand or brainstorming...we have a place for you!

#### » Text from monthly article for the BIAW president

Remodeling has long been the "kid brother" of the home construction industry. In past decade's housing boom, the remodeling sector has often been seen as a small but powerful sidekick, alongside the "big brother" of new home construction.

Gone are those days of hiding in the shadows. Get ready to see this "kid brother" grow up...rapidly. Fueled by spending from the Baby Boomers and affluent households, the remodeling industry has grown exponentially. The building industry would be wise to consider how to adjust to the amazing growth of our "kid brother," who has been running under the radar for years. This topic may be a little controversial, seeing as I'm a new homebuilder myself, but I think it's one worth addressing.

Recent studies show that residential remodeling and repair spending has developed at a phenomenal rate. The 2003 figures from the Harvard Joint Center for Housing Studies state that Americans spent over \$233 billion in remodeling expenditures. This accounts for a remarkable 40% of all residential construction spending—and is more than 2% of the entire US economy. Remodeling is no longer the quiet, sidekick industry to home building. The NAHB has recorded a 5% increase per year in the market, and predicts that remodeling may surpass the new homes market sometime in the next 10 years.

## »» Text from a personal coach brochure

### **COMMUNICATION IS ESSENTIAL FOR LIFE.**

Every person communicates and acts in ways related to their personality style.

Personality Insights is a proven system of evaluating and working with personality styles.

We give you simple, effective information on how to understand yourself and others better.

## »» Text from wedding videographer website

The smiles...the tears...the perfect dress and shoes...the whispered "I do"...the goofy best man...the special dance with Dad...Mom's gentle hug...the cake of your dreams... TakeFiveMedia captures it all. Behind the scenes, we are a sensitive, almost invisible presence—making sure the special moments are captured for a lifetime of memories.

Couples from Seattle to Tacoma to Olympia choose TakeFiveMedia because they want the best video, the best memory of their special day. All the joy, all the laughter, all the creativity and style that makes your wedding unique is recorded and saved as a fun, fascinating DVD. If you want your wedding video to be personal, well-edited and unforgettable, choose TakeFiveMedia. We'll take your breath away...all over again.

## »» Text from an engineering firm website

**Choose LSE Inc. because we deliver innovative, efficient, technologically-advanced solutions that maximize your project's time and value.**

Companies rely on LSE Inc. because they know our services are the highest caliber. Whatever consulting you need—planning, engineering, surveying, architectural, cartography, GPS, GIS, or Environmental & Urbanization Consulting—you can count on LSE. Because we are actively involved in the preparation and adoption of government regulations, we know local and state codes inside and out.

Our specialty is offering a comprehensive, coordinated effort that eliminates roadblocks and provides a seamless solution. When you want the best, when you want it done right the first time, choose LSE Inc.

## »» Text from 3-on-3 basketball website

The Back-To-School Hoopfest is an awesome community event Saturday, August 13, in the South Tacoma/ Parkland area—a day full of activities such as a 3-on-3 basketball competition, school supply distribution, live music and more!

Best of all, it's FREE!

It's the coolest event of the summer...a slammin', jammin' day of activities for people of all ages from every part of Parkland, Tacoma, Pierce County and the world. Over 1000 people came out in 2004 to eat food, play games, enjoy gospel, rock and rap artists, and participate in area's largest free 3-on-3 tournament.

## »» Welcome letter for a home show magazine

It is with much pleasure and excitement that I welcome you to the 2003 Pierce County Street of Dreams. In the past two decades, the Pierce County Street of Dreams has showcased the finest in Northwest living. From Internet-ready homes to the latest in spa accessories for luxury bathrooms, we've made cutting-edge trends in the home industry available to countless numbers of visitors. Whether you're a homeowner, buyer, industry professional—or just here to dream—you'll find valuable and creative ideas in our homes, landscaping and interior design.

The 2003 Street of Dreams is located in one of Pierce County's most breathtaking settings, Panorama Heights, a 120-acre community located in the City of Bonney Lake. Residents enjoy miles of walking trails, numerous parks, and a great, family-friendly neighborhood. All five homes are positioned with incredible views of the Sumner-Puyallup Valley and Commencement Bay, with stunning sunset vistas.

You'll love the unique features of each home—from the Tuscan-inspired brick and tile of Terra Vista, to the natural wood, exotic colors, and innovative use of bamboo and rattan in The Martinique. Your taste might run toward the antiques and European elegance of The Juliette, or perhaps you prefer the simple, timeless craftsmanship of The Madison Avenue. Or maybe you'll adore The Serenity, with its luminous interior and meditative courtyard. One thing is certain: the quality, details and design of all five homes will make a lasting impression.

This year's Street of Dreams Committee has been working hard to make your visit the best experience ever. We'd like to thank those involved for their labor and dedication to this show. On behalf of all the Street of Dreams participants, I invite you to be our guest today. Feel free to dream, plan, and find inspiration from some of the best and brightest innovations in the home and design industry. We welcome you to the 2003 Street of Dreams!

## ► Excerpt from association president speech

Where can we go from here? We've established ourselves as a player to be reckoned with in the halls of government, in courtrooms and among the policymakers in our state. Just the mere mention of the name "BIAW" strikes fear in the hearts of many in Olympia! *[smile]* We've served our members well, whether it's playing hardball with restrictive regulations or providing builders with vital resources. So what's next? What are our goals for this next year, that the BIAW can continue to grow and improve, to influence our region...that we do not deviate from our mission?

First of all, I know that Tom McCabe and the BIAW staff will not let up in their efforts to represent the interests of the building industry. Be confident that the BIAW will continue to endorse policies that prioritize housing and small business growth in Washington State.

But we are much more than the political pit bull of the building industry. As builders, we have a special privilege, and we are in a special business, the business of Building the American Dream. Don't take this lightly. From the first ships that carried our ancestors to America...to the covered wagons that trekked across the mountains to Washington...to today's immigrants who fight poverty and oppression to reach the land of the free... We Americans have made great sacrifices to have a place to call our own.

Builders, developers, realtors and other BIAW members—we've had great success in helping the majority of Americans to achieve the home ownership dream. Statistics this year show that two-thirds of Americans own their own home. Owning a home—not the stock market or retirement fund—is now the **primary** way Americans build assets over their lifetime. Home ownership doesn't just benefit the homeowner, it changes the future, improves the quality of life, and creates positive ripples throughout our communities. Study after study has shown that the greater the home ownership in a community, the higher the property values, the higher the standard of living, the more stable the community.

We as building industry professionals make this dream possible. For every American who puts down roots in a neighborhood, who has a fresh green lawn for their children to play on, who hosts a summer barbecue on their own patio...there is a host of us behind the scene. We are the developers, builders, architects and agents of this dream. That's why your work is vital, and that's why our organization has a high calling.

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The BIAW may rightly spend time on political issues...on bills to lower L & I costs or proposals to ease impact fees...**but the heart of our organization is the American Dream.** It's our goal to see homes being built, purchased and cared for by families. It's our goal to see neighborhoods developed, and another generation of children playing baseball and riding bikes in a safe, loving place. It's our goal that America not become a place of transient strangers, urban decay and run-down buildings.

## ► Excerpts from magazine article about a design studio

A tattooed face. A samurai guppy brandishing a sword. A musician with eight arms and eight different instruments. These are just a few of the creative design solutions that Glitschka Studios has concocted from their ingenious laboratory of design. Principal Von Glitschka's goatee and glasses match his reputation as one of the industry's great mad scientists of design. Unlike some creative geniuses, however, this Salem, Oregon-based designer has a solid grasp on the fundamentals... more than 15 years working in the world of corporate and agency design (as a senior designer and art director) taught him how to successfully merge the twin necessities of professionalism and creativity. He's led Glitschka Studios in their development as one of the Northwest's premiere design firms, one whose client list spans the nation.

Three years as a Senior Designer for Upper Deck's Baseball Division gave Glitschka many close contacts with the company, and he still does projects for them. "Since they have a proprietary system for creative production, it's easy for me to work with them because I understand it inside and out."

Glitschka has done what every baseball fan and designer dreams about. "I've designed insert cards for sets, as well as illustrate for the different pro leagues' license goods." The ultimate fringe benefit of working with Upper Deck, says Glitschka, a self-described baseball nut, was being able to handle actual historic memorabilia such as swinging a Babe Ruth bat, putting on Joe DiMaggio's baseball glove and hat, and viewing never-before-published photos of famous players.