

# KEVIN PETTY

## WRITING SAMPLE #1

You've taken the first step.

You've decided that your company needs a website.

But you don't know what kind, what style, or what to do next.

And to put it bluntly, you don't want to buy a motor-home when all you're really looking for is a nice pair of shoes.

We're here to help.

You might want a MySite style website if your main goal is to have a way for clients to find you on the web, have a way to show off some services or work, and have a way for your potential customers to contact you.

You might want a WordPress site if you're looking to have a site that can easily grow with your business, a site that you want to make semi-frequent changes to yourself, and a site with literally thousands of possible plugins to meet virtually any business need. (google "WordPress plugins", you'll be amazed!)

You might want a Magento style site if your business is very large, does many transactions a day, and has a very large selection of products to choose from.

Or you might want something else.

We're here to help.

But remember this most important thing. The work we do, YOU OWN!

Every website is different and has its own special needs.

## WRITING SAMPLE #2

Hello,

I am Dr. Noemi Cruz-Orcutt.

We here at Mint Springs Dentistry are dedicated to making your dental experience a positive one.

We understand the challenges of getting the best dental care possible in North Iowa, when Spanish is your primary language.

We respect that this may have been a problem in the past, but we are here to help.

Dr. Noemi is a Spanish speaking dentist in Mason City, and is also fluent in English.

When you come to Mint Springs Dentistry, you can rest assured that you will be understood, and treated with the same respect and care that we show all our patients.

Mint Springs has many service options available.

We can help give you a healthy smile with sealants, fillings, inlays and onlays.

We can help you complete your smile with crowns, bridges, dentures and dental implants.

Or you might be looking for a brighter smile with teeth whitening, bonding, and porcelain veneers or a more even smile with bonding, porcelain veneers.

Even a subtle change in your smile helps you to project an image of self-confidence and high personal esteem.

When you feel good about yourself, it shows in your appearance.

Contact us today, we're ready to help!

### WRITING SAMPLE #3

Enhance the connection between your station's weather department and your viewers.

Create your own network of approved weather spotters across your entire viewing area.

Build loyalty and a viewer base for your station with local weather reports provided by your viewers with **Your Spotter Network**.

Provide another sponsorship opportunity for your sales department, and another revenue stream for your station.

Engage your audience with a system that won't break your budget and has a startup price of **only \$4750!**

Your Spotter Network is a system that accepts **over 25 different weather conditions** and allows you to share these conditions with your viewers through photos and videos provided to your station by your network of spotters.

Registered and trained spotters can submit their report **from a mobile device** or a desktop computer.

This provides your spotters options, and the advantage of up to the minute information submitted by a spotter at ground level of a weather event.

Reports can be plotted on our interactive, **station branded** map and display a look at the home town of your spotter...building loyalty from your audience, and your volunteer spotter simultaneously.

Furthermore, this system can be integrated into most weather systems, websites, and your on air weather ticker.

Drive more visitors to your website by displaying exclusive reports!

Connect with viewers on the topic that drives many to local news in the first place, the weather.

To learn more about this program, email us at [sales@yourspotternetwork.com](mailto:sales@yourspotternetwork.com) or call us at 641-903-1650.