

Client Logo or
Business Profile Image

“Client/E-zine Name”

*Tender for the Writing, Editing and Distribution of the
(client name) E-zine (e-newsletter)*

by Lora O’Brien

Community Enterprise Specialist

Commercial Writing Ireland

Tender by Lora O'Brien, C.W.I.

At Commercial Writing Ireland, we understand the business value of great content. Design, production and distribution are all important elements in the production of an e-zine your clients will look forward to receiving - but without interesting and relevant content, they won't bother opening it a second time.

Our top freelance writer and editor, Lora O'Brien, has been working in PR, marketing and business growth for micro, SME and community enterprise for over 8 years in the Irish market, and has over 12 years' experience working as a writer and editor for newspapers and magazines, both nationally and internationally.

Relevant Qualifications

- Community Enterprise Management
- Certificate in Psychology (NUI Maynooth)
- Fáilte Ireland 'Managing People and Performance'
- Fáilte Ireland Excellence in Customer Service
- Marketing Accreditation
- SMM [Social Media Marketing] for Community Enterprise (Momentum Consulting)
- Information Management, Data Governance & Database Management for Community Enterprises
(Trainer and Consultant for Co. Roscommon, 2012 – 2013 contract, Roscommon LEADER Partnership)

Experience of Proposer

Lora O'Brien is a published author (2005 – 2012), contributing editor at Wolfpack Publishers (2012 – present), freelance writer with regular contributions to magazines such as the Irish weekly 'Woman's Way', tourism and heritage professional, manager and primary promoter of a Roscommon micro enterprise (Rathcroghan Visitor Centre), small business consultant, educator and business trainer, and founder of Commercial Writing Ireland.

- Member of the Roscommon Women in Business Network
- Founder, Secretary and Director of the Roscommon Community Tourism Network Ltd.

Current Social Media Management

Facebook Accounts Include:

Insert Here

Twitter Accounts Include:

Insert Here

“Good copy can’t be written with tongue in cheek, written just for a living. You’ve got to believe in the product.”

David Ogilvy

References

Insert Reference Details Here

Testimonials and Work Samples

Can be reviewed at www.CommercialWritingIreland.com, these include testimonials from business analyst and consultants, small business owners and managers, and reflect the consistent high standard which is brought to all work and projects.

Further Clips and Samples can be found at www.LoraOBrien.com

COMMERCIAL WRITING IRELAND

We Make You Look Good!

We have extensive experience with Direct Mail Campaigns, from design to delivery. In today's world of SPAM invasion and tightening privacy laws, we will help your organisation to access those customers who are expressing current, direct and valid interest in your product or service, every time. This will save you time and money on your marketing budget, and increase your return on investment. We are experts in the laws and best practice around customer data collection and storage, as well as crafting the marketing materials that your customers want to see. Commercial Writing Ireland will help you hit the right targets, and grow your e-zine.

From the original Tender Proposal, we understand that:

- ❖ The e-Newsletter is linked to the News Section of the (client name) website
- ❖ Articles for the e-Newsletter will be selected from the News section of the website
- ❖ A test mail is sent to double check details, then the e-Newsletter is sent to all subscribers
- ❖ The Editor will include their contact details and respond to any suggestions
- ❖ The newsletter will be linked to Facebook, Twitter and LinkedIn with comment from (CLIENT NAME) SM accounts
- ❖ The editor will be responsible for activating up to 5 SM channels, incl. any other developments that emerge.

Each Issue will contain:

- Enterprise related information from relevant sources on topics such as training, networks, organizations
- Interesting enterprise related information and images
- Articles promoting (CLIENT NAME) services, training courses, partner networks and agenda (7 articles per issue)
- Interesting and relevant business articles (at least 1-2 per issue), sourced and accredited, or written by Editor
- Photographs and images which have been sourced without cost, or commissioned by (CLIENT NAME)

In addition, duties of the editor will include:

- ◇ Responsibility for timely sending the newsletter (through (CLIENT NAME) automated E-zine area)

Relevant Skills Include:

- ✓ Professional writing, marketing, communication skills
- ✓ Excellent editing of text and photograph skills
- ✓ Competence in website content management systems
- ✓ Social Media experience: Facebook, Twitter, LinkedIn

Small Business Specialists

Costs – all inclusive Programme Price (per month):

- Research, Sourcing, Editing/Writing/Re-writing up to 9 articles per issue, twice per month
- Layout and Design each issue, twice per month
- Testing and Sending of final edition, twice per month
- Social Media Accounts (up to 5) monitoring, content creation
- Customer Service Response for e-zine clients – on call per month
- Monthly Feedback and Report (delivered remotely)

Rate Per Hour	Per Annum Cost (incl. VAT)	Per Month Cost (incl. VAT)
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All editing, writing and reporting services quoted here will be delivered from off site (excepting the specified initial content management systems training). On site meetings will be charged at standard travel & time expense rates.

Search Engine Optimisation (SEO)

Can quote separately for optimisation of traffic on the (client name) website, and expansion of client base newsletter.

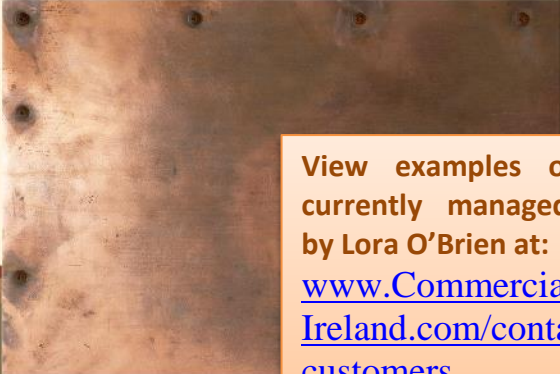
Lora O'Brien

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View examples of e-zines
currently managed directly
by Lora O'Brien at:

www.CommercialWritingIreland.com/contact-your-customers

under 'Digital Direct Mail & Newsletter Samples'.