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What are your qualifications to be a communications professional?

I've got 15 years of experience as a communications professional. I've produced communications strategies and tools that have helped firms make money. While in Japan, a country that many regard as the center of technology development and re-engineering, I handled writing assignments for the fast moving consumer electronics marketplace. In my last corporate role, I was brought on board as a technologist – someone able to explain the technically complex in simple terms, or position a product or service in the marketplace that creates a clear, distinguishable differentiation for its producer.

How much do you charge?

For any assignment – a marketing plan, a press release, a sales letter, a direct-mail package, a sales letter, an ad, a brochure, a feature article or an audiovisual script – just let me know what you have in mind and I'll quote you a price. The enclosed schedule of estimated fees gives you typical prices for a variety of different projects.

Do you have experience in my field?

If you sell to other businesses, professionals, or through direct mail and direct response, chances are I already have experience writing on your type of service – or something very similar.

Take a look at the portfolio samples on this site. Do they seem like something that can help you gain greater influence, appeal and sales with your target marketplace? If not, give me a call and I'll send additional samples that are closer to you area of interest.

What kind of assignments does 80/20 Communications

FAQ

handle?

We cover the full spectrum. Because a company's business needs are varied and must adapt to market pressures and other issues, we offer a wide assortment of PR, experiential marketing and marketing communications materials, including sales letters, newsletters, catalogs, case histories, speeches, press releases, ads, feature articles, slide presentations, film and videotape scripts, annual reports, product guides, manuals, etc.
