



[CarmalaAderman.com](http://CarmalaAderman.com)



*Writing Direct Response Hard Copy  
and Digital Content Marketing  
For Self-Help and Personal Development  
Businesses*

[Carmala@CarmalaAderman.com](mailto:Carmala@CarmalaAderman.com)

[LinkedIn Page](#)

855-219-9990

---

## Table of Contents

Introduction .....	3
Common Questions and Answers .....	3
What Are Your Qualifications As a Copywriter? .....	3
Do You Have a Direct Response and Web-Based Copywriting Background? ...	3
Do You Have Experience In My Field? .....	4
What Kinds of Assignments Do You Handle? .....	4
Do You Offer Social Media Services?.....	5
Do You Do Digital Audits? .....	5
How Long Will It Take You To Write My Copy? .....	5
What Happens If We Want You To Revise the Copy? .....	6
How Do I Order From You? .....	6
What Others Say .....	8
My Clients and Experience .....	12
How I Write .....	15
Contact and Communication Policies .....	15
Discussing the Project and Questionnaire .....	15
Investment and Getting Started .....	16
Research .....	16
Collaboration .....	17
Review of First Draft .....	18
Revisions .....	18
Additional Reviews .....	19
Final Approval .....	19
Transition to New Projects .....	20
Getting to Know Carmala.....	21
Services and Investments .....	28
Samples .....	29

## Hello,

You likely requested this because you need a direct response and web copywriter who specializes in the area of Self-Help or Personal Development businesses. No doubt you are looking for someone that is proven with writing direct response sales letters, case studies and white papers, email and a variety of website pages.



Whatever your reason for contacting me, you want to know more about me before you hire me to write for you. If we were sitting face-to-face, chatting in your office, you'd ask me questions. Let me try to answer a few of those questions right here.

### Q. What Are Your Qualifications As A Copywriter?

A. I am trained in the method of direct response sales by American Writers & Artists, Inc. I have learned from master copywriters such as Bob Bly and Joshua Boswell. I have studied with Brian Clark of Content Marketing fame, and am certified in Conversational Copywriting by Nick Usborne, its founder.

### Q. Do You Have A Direct Response and Web-based Copywriting Background?

A. I do. I wrote direct response material and emails to market a new program for an organization, through which they exceeded their goal by 30%. I have successfully written websites, sales letters, emails, social media, and e-newsletters for companies needing to enhance their customer engagement.

### Q. Do You Have Experience in My Field?

A. I am an ordained Lutheran pastor and a Spiritual Director, with a Master's Degree in each. My career has been an ongoing experience of listening to people searching for "something more." That "something more" is typically subconscious yearnings. It can be the stirring of the spiritual realm. My job is to help them translate those yearnings into words.

The challenge is the subtlety with which the subconscious expresses itself. It communicates in images, dreams, intuition and a vague "sense." Sometimes it is just a dull ache. I have learned to translate that energy to the verbal, reasoning work of the conscious mind. It requires I listen carefully and deeply. I interpret what I hear into words that inspire people to grow into their own humble greatness.

This is the same challenge we have in the Self-Help and Personal Development business niche. People are aware they want something more. Often they are not able to articulate it. My duty as your copywriter is to help them discover the language of their yearning. Even more importantly, I show them how you can help nurture that inner desire into a lived reality.

### Q. What Kinds of Assignments Do You Handle?

A. I am able to write the classic direct response copy and have considerable experience in writing for the web. The latter includes content such as white pages (or special reports), blogs, and email series. I also have experience writing websites, lead magnets, and landing pages.

## Q. Do You Offer Social Media Services?

A. I do include social media services in my offerings. I have experience posting on Facebook business pages, as well as writing and promoting Facebook ads. I have also worked with Twitter and Instagram.

## Q. Do You Do Digital Audits?

A. Digital audits are a great way for us to get to know each other even better. I am glad to do an audit of your website, marketing emails, and social media. When I finish, I will give you a report of my findings. It has the additional advantage of giving you a trained “outsider’s” perspective on your message to consumers.

## Q. How Long Will It Take You To Write My Copy?

My ideal time frame is 2 - 3 weeks to craft your copy, so I can revise and polish it until it sparkles. I want you to be happy with every word I write.

But I know that things move fast in today’s world, and sometimes you need a quick turnaround. If you are in a rush, just say so on the enclosed order form and give me the date by which you absolutely must have the copy. If I take on the job, I guarantee you will receive the copy by the deadline date, if not before. No matter what your deadline is, I promise to provide top-notch copy. You can depend on it.

*Carm is a thoughtful writer. Her writing skills are well developed in that she writes clearly and concisely, always carefully choosing her words.*

*She’s able to intuit the right words for the needs of her audience, and she’s able to put those words together so as to convey the point she wants to make.*

*And, she’s focused; her thoughts are well contained on the page, never wandering off topic.*

*--Gloria Kempton. Author, Editor, Writing Coach*

## Q. What Happens If We Want You To Revise The Copy?

A. After you review the initial draft, it is likely you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2 - 4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize these are your customers so will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I believe will not work and will hurt profits. In those cases, you can expect me to be clear and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

## Q. How Do I Order From You?

Putting me to work for you is simple. First, tell me about your product and the type of customers you are looking to attract. Send me your website URL, as well as any brochures, catalogs or other materials that will give me the background information I need to write your copy. Use the enclosed order form as a guideline. But don't worry about organizing anything—I'll do that. If I have any questions, I'll pick up the phone or send you an email and ask.

*Carmala and I were part of the staff at the Northwest Synod of Wisconsin for several years. I'm remembering several projects we worked on together that required clear and concise writing skills for an effective outcome.*

*She had the ability to grasp an idea, creatively make it interesting, and then put it into an organized, readable text. In a stimulating way she engaged the reader with her script and inspired a "walk through" on her document.*

*--Sue Hildebrand, Executive Assistant to the Bishop (Ret.), Northwest Synod of Wisconsin, ELCA.*

When you give me the go-ahead, I'll write the assignment for you. You will receive your copy on or before the deadline we agreed on. And remember, it's guaranteed to be done by the deadline.

So, are you ready for me to tell clients your story? Give me a try, and I promise you'll be delighted with the results.

Best regards,

Carmala Aderman

P.S. If you have an immediate need, call me at 855-219-9990 or email me at [Carmala@CarmalaAderman.com](mailto:Carmala@CarmalaAderman.com). There is no charge to discuss your project with you and give you an estimate of the investment you will be making for your business. And there is no obligation to buy.

---

## What Others Say . . .

**“ . . . the best listener I know . . . ”**

Carmala is the best listener I know . . . she is strong and compassionate, humble yet fearless, wise and insightful, and enthusiastic and generous.

*--Jo Kubik, retired school principal*

**“ . . . able to embody the feminine . . . intertwine it with the masculine . . . ”**

Carmala is a multidimensional listener. She is authentic and truly listens at a deep level. She listens and communicates intellectually, emotionally, and spiritually . . . She is able to embody the feminine creative, nonjudgmental listening and engagement, then intertwine it with the masculine linear, organizational style to get things done. It's a great blend.

*--Ann Ealy, Touch Omaha*

**“The words she shares are always with purpose and impact.”**

Carmala is able to take quotes, Scripture, poetry or even her own mantra and share the wisdom that comes from it with others. She has an innate gift of sharing this wisdom in a way that is not only applicable, but also enlightening. The words she shares are always with purpose and impact.

*--Wendy Grasz, Parish Administrator, Certified Spiritual Director and Supervisor*

**“ . . . an analytic mind balanced with compassion and insight.”**

Carm is person of many talents, chief among them is an analytic mind balanced with compassion and insight. In her initial analysis of an issue, she remains unbiased until such time as she has evaluated the question from many different perspectives . . . I also respect Carm for her 'what you see is what you get' approach to life. This trait is so unique in the world today, and I think provides her with enormous impact. She reminds me of someone like Will Rogers, unassumingly intelligent and persuasive.

*--Eric Gurley, President & CEO of Immanuel, a Senior Care ministry*



---

**“ . . . able to break big problems and issues down into their component pieces . . . ”**

Carmala has a sense of insight and perspective, being able to break big problems and issues down into their component pieces so they can be more easily addressed.

*–Ramona Edwards, Executive Assistant to the Immanuel Board (Ret.)*

**“ . . . a unique ability to see what a person needs and help them discover it for themselves.”**

Carmala has a unique ability to see what a person needs and help them discover it for themselves. She embodies an honesty that comes from within. She is able to be honest with someone without being rude or mean but still remain honest in the most difficult situations.

*–Kathy Vroman, Parish Administrator*

**“ . . . an uncanny ability to read people . . . ”**

Carmala is a calm, confident, easy presence. She is down-to-earth and relates with people of all ages. She has an uncanny ability to read people, to help them see themselves, and to see the Spirit at work in their life.

*–Rev. Steve Lindley*

**“ . . . solid and dependable . . . ”**

I see steadiness and calmness in Carmala’s leadership. It seems mostly unwavering to be around, which is a huge gift to others. She brings a solid and dependable, even-keeled steadiness when her presence is involved. It is coupled with a presence that is excellent at letting others’ strengths lead and provide input, not falling into leadership coming from fear or ego.

*–April Myers, Product Designer at Oriental Trading, Co. and a Certified Spiritual Director*

**“ . . . does things for the right reason . . . ”**

Carmala is the most humble person I know—she does things for the right reason not expecting anything in return.

*–Shirley Knight, Paralegal and Certified Spiritual Director*

**“ . . . when she says she’ll be there, she is.”**

Carmala holds a loving space for all people and all life, honoring everyone’s individuality and spiritual path, no matter how different it is from her own. And, she commits. When she says she’ll do something, when she says she’ll be there, she is. Rare today.

*–Gloria Kempton, Writing Coach and Director of the Hero’s Journey Prison Writing Project*

**“ . . . understands people.”**

Carmala understands people. She is adept at listening to people. She listens with empathy and understanding.

*–Pat Gregory, Certified Spiritual Director*

**“has a knack for focusing on what is important.”**

Carmala has a knack for focusing on what is important. She has a good sense of timing as to when to speak and act, has great integrity and humility.

*–Deacon Connie Stover, Director of Seeking the Spirit Within,  
the Institute for Spiritual Direction Formation*

**“ . . . takes in the big picture . . . ”**

Carmala is someone who observes and waits and takes in the big picture and then is able to offer insight into the situation based on discernment as well as a wealth of information from learning and studying.

*--Patty Forsberg, Certified Spiritual Director*

**“ . . . she encourages others into the recognition and use of their best gifts.”**

Carmala excels at listening and thinking carefully before framing a response or question. She asks questions that help others see their true selves and she encourages others into the recognition and use of their best gifts.

*–Vera Hummel, Professor Emeritus, Wayne State College and Founder/Director (Ret.)  
Seeking the Spirit Within: The Institute for Spiritual Direction Formation*

**“ . . . can listen with the ability to hear what might be underneath  
what’s being said . . . ”**

Carmala is perceptive. She can listen with the ability to hear what might be underneath what’s being said and reflect back new possibilities.

*–Diane Harpster, Executive Assistant to the Bishop, Nebraska Synod*

**“ . . . can sense and intuit other’s feelings . . . ”**

Carmala is a good listener. She can sense and intuit other’s feelings and emotions.

*–Rev. Bob Bryan, Pastor of Followers of Christ congregation  
in the Nebraska State Penitentiary*

---

## My Clients and Experience

### **Aflame Ministry Consulting**

A firm dedicated to helping congregations and leaders fulfill their call and mission.

### **American Writers & Artists, Inc.**

The premier training center for copywriters

### **American Martial Arts Academy**

One of the leading martial arts studios in Wisconsin

### **Assistance League of Omaha**

A national non-profit organization with an Omaha chapter helping those who are underserved in our community

### **BD DIFCO**

The most respected company for making bacteria-growing media

### **Bread for the Day**

A daily devotional by Augsburg Fortress Press

### **Conversational Copywriting with Nick Osborne**

The leader in bringing an engaging, conversational style to marketing copy

### **Drinking From the Well**

An 8-month training course to introduce people to spirituality and prayer practices

### **Evangelical Lutheran Church in America (ELCA)**

The largest Lutheran denomination in the USA

### **East Central Synod of Wisconsin--ELCA**

A geographical grouping of ELCA congregations, led by a bishop and council

**Hero's Journey Prisons Writing Project**

The only known course whose purpose is to teach incarcerated writers the Hero's Journey

**Holden Lutheran Parish**

Two historic congregations in rural central Wisconsin, established in the 1800s

**Immanuel**

The largest non-profit organization for senior living and healthcare in the USA

**Indianhead Memorial Hospital**

A small hospital in northwest Wisconsin which routinely earns Joint Commission Accreditation

**Korean Karate Institute**

A highly respected TaeKwon-Do training center in Minneapolis, MN

**Loyola Spirituality Center**

A leading organization in the Midwest for spiritual direction, retreats, and classes.

**Luther Memorial Lutheran Church**

A congregation in Omaha, NE that has specialized in spirituality for everyday living.

**Luther Seminary**

The largest seminary in the Evangelical Lutheran Church in America

**Mid-Sized Congregation Project**

An innovative program to help congregations that have between 150 – 300 people in worship grow within and beyond that stage of congregational size.

**Nebraska Department of Correctional Services**

The state system responsible for ten correctional facilities

**Nebraska Lutheran Campus Ministry**

The Nebraska Synod's worship and education opportunities for the state's universities and colleges

**Nebraska Lutheran Outdoor Ministry**

Beautiful camps and retreat centers in the Nebraska outdoors

**Nebraska Synod**

A geographical grouping of ELCA congregations throughout the state of Nebraska, led by a bishop and council

**Northwest Synod of Wisconsin**

A geographical grouping of ELCA congregations, led by a bishop and council

**Partners in Evangelism**

Speakers who led events and taught classes throughout the ELCA

**Seeking the Spirit Within**

The Nebraska Synod's Institute for Spiritual Direction Formation and the first of its kind in the ELCA

**Shell Lake Arts Center**

A foremost music and visual arts summer and year-round training program

**Touch Omaha**

A therapeutic massage and healing center

**University of Wisconsin-Madison**

A Big Ten University

**University of St. Catherine**

A highly respected undergraduate and graduate school in St. Paul, MN

**Voices of Congregational Life**

An ELCA magazine sharing stories of how congregations are succeeding in their work

**Westfield Elementary School**

A primary school with a reputation for innovative approaches to education

## How I Write

### Contact and Communications Policies

As we work together, it is important that we have fast and easy communication.

During our project, I am available Monday through Friday from 10:00 am to noon (Central Time) and other times throughout the day to speak with you by phone. My business number is 855-219-9990.

I check my email regularly throughout the day. It is [Carmala@CarmalaAderman.com](mailto:Carmala@CarmalaAderman.com).

### Discussing the Project and Questionnaire

To get started with a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the Questionnaire through Google Docs (or an MS Word file via email if you prefer.) Please return it to me as quickly as possible—for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

Three to ten days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During the call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that.

## **Investment and Getting Started**

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment. (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by bank wire or overnight payment.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

## **Research**

My research process is very comprehensive. I begin with a complete review of your website and any other material you can send me. From there, I will research the market, including your competitors. In some cases I will ask to visit with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.



You can be confident that I'll quickly and effectively understand your product, your voice, and your customers' core purchase drivers.

## Collaboration

As we work on this project together, communication is critical. Some clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and be involved at just about every step of the way.

Which are you?

Please send me an email ([Carmala@CarmalaAderman.com](mailto:Carmala@CarmalaAderman.com)) and let me know how often you'd like to communicate and what the best way is to reach out to you (i.e., email, phone, social media, text, etc.).

One other point . . . I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I encourage you to become familiar with Google Docs. I do all my writing with this word processing tool. It allows us to track changes, comment and collaborate in real time. It can be shared with various team members and the working document is always the current document—no need to worry about sending wrong files or things getting lost.

## Review of First Drafts

Typically you'll receive the first draft in 10 – 14 business days after my research is done, depending on the project size and scope. I commit to doing thorough and deep research so that could take a few weeks.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft . . . and third draft, as needed.

## Revisions

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the Comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize these are your customers and will defer to you as much as possible.

As mentioned above, there are cases where clients make suggestions that I think will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

## **Additional Reviews**

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I'll gladly work with you until you are delighted with the copy. In most cases, clients will find that one review is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1 to 3 business days.

## **Final Approval**

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'm happy to work with your design team to make any changes needed to make the end version as effective as possible.

## Transition to New Projects

Once the project is done, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

## Getting to Know Carmala . . .

### The Discipline of a Musician

Dah, da-dah, da-dah, da-dah, bwwwwwww, dah, da-dah, da-dah.

“Stop,” my teacher father interrupted as I played through the accordion sheet music in front of me. I sat on a plain wooden chair with the black metal stand in front of me. Dad sat on my right side in his cushioned desk chair in the small room where he gave lessons in our basement. “Play that again.”

Dah, da-dah, da-dah, da-dah, bwwwwwww, dah, da-dah, da-dah.

“Play just that measure.”

Bwwwwwww

“I’m pretty sure you can do better, right?”

I nodded. “Yeah.”

“Carm, I don’t care if you never play music when you are an adult. I hope you will enjoy it, but you don’t have to be a musician. What is most important is that you take the self-discipline of a musician with you into your life. Now do this with me . . .

“Play that measure very slowly.”

I did.

“Again. . . and again . . . and again . . . Now a little faster.”

I played the difficult measure a little faster.

“Again . . . now a little faster yet.”

Hmm. The bwwwwww was starting to sound like music. My fingers and brain were connecting.

“Now play that measure and the following one . . . Again . . . Good . . . Now play the measure before it, the hard one, and the measure after.”

Wow. It was coming together! How did I miss this lesson? I’d been taking accordion and piano lessons since I was three years old and now I was a fourth grader. Somehow this technique had never connected in my mind.

“Do you understand how to tackle a difficult part of any song now?” Dad asked.

I nodded.

“Describe it to me,” he continued.

“Play the hard part over and over slowly. Then go faster until I can play it at the right speed. After that I play the next measure. When I get that much right, I play the measure before and all the measures.”

I used that technique throughout my amateur music experience. And to conquer obstacles in my schoolwork. To memorize metabolic pathways of bacteria as a microbiologist. To practice forms as a martial artist. To preach and teach as a pastor. And to fine-tune words when writing.

## A Test on My Own Hero's Journey

“Never give an inmate your address or phone number. You are never to contact them outside of the class you are teaching. There is no emailing them or accepting phone calls from them. You are not to send them letters. Never let them know when you are on vacation. Don't tell them about your family.” The Volunteer Coordinator tried his best to make all the rules sound interesting to his class of volunteers getting oriented, but that would be a heavy lift.

He continued, “Never bring in anything that you have not received permission to bring in. It will be considered contraband and you will be removed from our volunteer list. That includes books not on the approval list for your class. Never, never bring in money. No click pens because the springs can be turned into weapons. Likewise, no spiral bound notebooks. If you are taken hostage, we recommend you don't resist or fight back. Just cooperate with their demands.”

With each reading of the several pages of rules, my dread grew. Images from Hollywood prison movies scrolled through my mind. The scary ones.

“Women,” he looked at the two of us sitting next to each other in the room full of men, “we prefer you wear slacks. If you choose to wear a skirt, please make sure it is long enough to cover your calves. No low necklines, nothing as low as your collar bones for sure!” Checking our choice of clothing, he concluded, “I don't see any problems with what you wore tonight.”

“What have I gotten into?” I wondered silently, a small panic setting in. “This place is oppressive and terrifying. What kind of danger am I putting myself in?”

As if on cue, the teacher continued, “I know this sounds like a lot of rules. But we *must* have them. These men are in here for a reason. This is a maximum security prison. You have to understand you put yourself at risk every time you walk in here.”

How could I back out of this commitment?

I couldn't. It would be cowardly.

I walked with a Correctional Officer escort through the grounds of the Nebraska State Penitentiary. A few old men, a few young men, several men who looked to be in their 30s walked past us. The prison uniform was a khaki short-sleeved shirt and matching pants. Some men wore white tennis shoes. Some wore black boots. Most of them made eye contact with me, a stranger in their community.

After some weeks of teaching the Hero's Journey to my class, it was time to write about the stage of the journey into a death-like experience. Into "the Innermost Cave" using the stages of the Hero's Journey.

Hank was a Vietnam War vet who lived in a dark place in his mind. This week, he wrote a powerful chapter of the time Jeffrey, a friend of his, stole some possessions of the Somali inmate across the cell from Hank. It was intended to be collateral for a loan. Hank and Aqeel, the Somali were also friends. They enjoyed lots of conversations through their cell doors.

When Jeffrey returned the possessions the Somali inmate killed him violently outside of Hank's cell door. Jeffrey's blood flowed under Hank's door and it triggered flashbacks from his years in Vietnam.

The room was silent as the incarcerated writers and I sat with the power of the experience. It was strong writing about a horrible event. Then a conversation started.

"I was here when that happened," Duncan said. "That was what, about 20 years ago? It shook up everybody in the whole prison."



“I heard about it,” said young Jonathan who had been in prison two years. “But, I heard he got stabbed like 40 times. That story is legend around here.”

“I hate it when Hank does that kind of stuff!” added Carlton angrily. “I just want to forget about it! I was here, too, when it happened and I had just about forgot it. And then he brings it up! It’s like he’s trying to upset us all! Why does he do that?” Carlton, a body builder who was serving life for murder, was gathering up his books and paper. “I just want to leave!”

Hank said nothing.

I was definitely in over my head. The fear that had taken root in the orientation session was in full bloom.

The tension in the room was palpable. Personally, I thought it was more appropriate for Hank to write about it and process it than for Carlton to try to forget it. What should I say? Would my words make things worse?

“That Jeffrey who got killed,” Charles interjected before I could decide how to respond, “he killed my mom and little six-year-old step-sister.”

“Oh, Charles, I’m sorry. I didn’t know that,” replied Hank. “I wouldn’t have shared that story if I had known.” His voice was genuine and compassionate.

“It doesn’t bother me,” Charles said. “I wouldn’t have wished it on him, but I can’t say I feel sorry for him, either.”

More uncomfortable silence. Carlton was fidgeting in his chair and working hard to control his anger.

Would a fight break out? How do I lower the pressure in the room? All I knew to do was stay calm and respectful.

“Is there anything else we need to talk about? Carlton, how about you?” I asked.

“No, I don’t have anything more to say.” He was still visibly upset but controlling himself. “I said what I needed to.”

“I’m so sorry you had to experience that, Hank,” was all I could offer to him, concerned anything more might upset Carlton further.

Looking around at the students, I asked for the last time. “Anybody else?”

A few men looked down, others shook their heads.

The class was close to done. Carlton stayed after class to vent further, so I listened. Being heard seemed to reduce his anger and he left calmer than he had been earlier.

I was grateful for the time to process the experience afterwards. I hadn’t known what to do. Fear stopped me short of pushing Carlton more deeply by inviting him to engage his distress. And it kept me from engaging Hank as much as I would have liked.

Yet, I got to live the fear I’d previously only anticipated. I came out of it feeling stronger. The experience was not as big and awful and out of control as my imagination thought it would be. This was a small test in my own hero’s journey as I taught the Hero’s Journey to these men.

The incarcerated writers, who live daily in fear for their lives, knew how to handle the anxiety in the room. They talked about it. They expressed their emotions. They controlled their language and their behavior. I felt fortunate to have these men in my class, inadvertently

teaching me. I drove home that day appreciating my students, trusting them more, and living with less fear.

## **You Want Me To Do What?**

“We can’t let this money ruin us, Carm,” Jim explained. “We must not become greedy! We are still a ministry and need to use these assets to serve people.”

I was on the Immanuel board. Jim was the board chair. He had just asked me to follow him as the next chair. The board had just voted a few months earlier to withdraw our sponsorship of a hospital group and had a half billion dollars available now. Big changes were ahead.

“Can I think about this? I’ll get back to you in the next day or two.” Quite frankly, I was intimidated by the prospect. There were millionaire businesspeople, medical doctors, bishops, and CEOs on the board. And me. A pastor, spiritual director, and retreat leader. I understood ministry and service. I didn’t have a clue how to manage that much money.

I said yes. So began three years of growing in confidence and leadership. While I chaired the board, we created a multi-million dollar community foundation and tithed 10% to the Church. The board invested much of the money so we could use the earnings to expand our living communities. Fitch upgraded our bond rating to AA. We bought a new office building, expanded IT many-fold, brought on new staff, and managed growing pains. At the same time, we expanded our medical and housing services to the poor.

I grew in my ability to keep a highly qualified group of individuals focused on our mission, listen to diverse viewpoints, and balance mission with financial responsibility. I loved the

challenges. My confidence deepened. And we made an impact in the lives of many more seniors in Nebraska and Iowa.

## Services and Investment Schedule

**I specialize in the following services:**

<b>Service Description</b>	<b>Estimated Investment</b>
Long Copy Sales Letters	\$3000 - \$5000
White Papers/Special Reports	\$3500 - 7500
Blog Posts	\$200 - \$800
Email, short copy	\$250 - \$2000
Email, long (direct sale)copy	\$750 - \$3500
Case Studies/Testimonials	\$1200 - \$2000
Website Homepage	\$1500 - \$3500
Landing Pages	\$950 - \$3000
Website—other pages	\$750 – \$1250/page

**I also provide:**

<b>Service Description</b>	<b>Estimated Investment</b>
Social Media post and monitor/manage feeds (1-2 hours/day, 5 days a week)	\$1000/month
Email Autoresponders (Series)	\$150 - \$1000/email
Ads (banner and text) w/ Keyword Research and A/B Split testing	\$100 - \$350/ad
Opt-in Forms	\$750 - \$1250/page
Thank You pages	\$750 - \$1250/page
Content for Articles and How-To videos	\$1 - \$1.50/word

(Note: These are estimates only and not intended to be all-inclusive.)

---

## Samples

The first sample below is from a four-page, 11"x17" hard copy direct response promotion mailed to prospective customers. "Drinking From the Well" is a program of the Nebraska Synod of the Evangelical Lutheran Church in America (ELCA), intended for people who recognize a deeper call to their spiritual life. It is the first 8-month course of its kind offered by a synod in the ELCA. The promotional task was to touch the awareness of "something more" in the readers and show them how the course can help them find the "more."



The second sample is an email for the same course offered the next year. This particular one was targeted to people who had donated to Seeking the Spirit Within, the sponsoring organization. Others on this email list had attended the annual retreat or had expressed interest in the work of Seeking the Spirit Within.

The third sample is a page from the Touch Omaha website. I rewrote her website and this is a small piece of that job.

## Sample 1: Hard Copy Direct Response

# Grow Your Faith To Noticeable New Depths With Our Brand New Course



## “Drinking From the Well” Promises to Teach You New Faith Practices To Enhance Your Spiritual Life.

### SHE WORSHIPS ALMOST EVERY SUNDAY

**She attends a Bible study.**

**Reading the daily devotion is part of her morning routine.**

**She taught Sunday School and sang in the choir.**

**She loves her congregation and the close friends she has there.**

Yet, there is something missing. There is a nagging deep inside her that makes her think *there is something more* to her faith than what she has been doing.

### She's Right. There IS!

Dear Faithful Friend in Christ,

Do you recognize:

- Those times when your soul feels FULL while listening to a powerful piece of music and you feel energized by the experience?
- The sense of AWE in those quiet, sacred times of life?
- The sense of WONDER sitting out on a starry night, contemplating the expanse of the universe and God—and your own small place in it?

These experiences are a small taste of the spiritual life. **Sometimes, they are how God invites you into a closer relationship!** They are ways you can move beyond just believing in God, and begin to “know the love of Christ which surpasses knowledge so that you might be filled with all the fullness of God” as the Apostle Paul described it in Ephesians 3:19.

With the help of a certified spiritual director and learning any number of ways to pray, you can tap into the *rich experience of loving God* and encounter God's healing, *compassionate love for you*.

Help readers recognize their own deep yearning.

### [Drinking From the Well](#)

. . . is a new ministry from Seeking the Spirit Within: The Nebraska Synod Institute for Spiritual Direction Formation.

The “something more” mentioned above? **Drinking From the Well** has been developed to help you access that “something more”! It is a unique opportunity to learn from spiritual directors from around the Nebraska Synod and grow in your experience of the Divine.

#### **Consider these benefits when you participate in [Drinking From the Well](#):**

- Discover how you are wired to connect with God:
  - Are you a thinking pray-er or a feeling pray-er?
  - How do you like to talk to God and how do you “hear” God?
  - Do you need to move while you pray or do you prefer to sit quietly?
- Experiment with a variety of classic prayer practices to discover which ones work best for you
- Meet with a certified spiritual director every month in a small spiritual direction group
- Get to know like-minded people in your vicinity who are on a similar spiritual journey
- Develop habits for deepening your inner spiritual life
- Honor the yearning in your soul for that “something more”!

How DFTW promises to meet the readers' needs.

#### [Social Proof 1:](#)

**Ted** has been a life-long Christian and is active in the life of his congregation. He and his wife and their two young daughters attend worship regularly, they are active in Sunday School, he was on the congregational council, and he gives of his time and energy and resources. Yet, Ted admitted there was still something missing. He enjoyed what he was doing at church and he loved the relationships, but it wasn't enough. He was sure there was something more.

He made a commitment to an eight-month Faith Builders program in his congregation to learn how he was wired to connect with God. He got to experiment with a variety of ways to pray. Some of them worked for him, some didn't. But he knew which ones were which! Best of all, what used to be missing for Ted, isn't anymore.

Inspired by his newly energized spiritual life, Ted attended *One Life to Live*, a retreat by Lutheran Men in Mission. He is in a spiritual direction group and is now the leader of the men's group in his congregation, a group which meets twice a month to support each other and talk about how faith and life connect.



## Social Proof 2

**Verna's** children are grown and have children of their own. Her husband has a chronic illness which leaves him mostly homebound and in pain. Verna is his primary caregiver. She has been active in her congregation her whole life. She quilts and sews, serves in the kitchen, sings in the choir and plays in the bell choir. The local Women of the ELCA chapter counts on her leadership, as do other community organizations.

Like Ted, Verna knew there was something else to the faith besides great friends and service to others. She recognized an emptiness, a vacant spot, in her soul. She yearned to fill it. She knew it had something to do with her faith, but she didn't know just what it was. Committing to an eight-month learning experience in her congregation, practicing the different types of prayers regularly, she recognized that what she had thought was a hole in her soul, was actually already filled by God. She just hadn't learned how to identify it.

Finding the prayer styles that fit her best, Verna's awareness of how the Holy Spirit is at work in her, gave her a new perspective on faith and life. She embraces hope as a powerful reality and has more peace in her life. Today, in addition to her daily faith practices, she is in a spiritual direction group at her church and co-leads another spiritual direction group there, helping others discover the power of faith.

### **This Course is Led by a Synod and Leadership with Experience!**

The Nebraska Synod is the envy of the other 64 synods in the ELCA. We are the only synod who has a two-year formation program to train and certify spiritual directors. A synod on the east coast has even asked for our help to create such a program in their synod.

The leadership team of **Drinking From the Well** is comprised of certified spiritual directors, some of them ordained. They all have experience as spiritual directors, and some have extensive experience leading retreats and spiritual direction groups. Some also lead Faith Builders or *Companions in Christ*, eight-month spirituality courses in their congregations.

### **Meet the leadership team (in alphabetical order):**

(Names listed in the original promotion)

Are you ready to expand and deepen your faith? **Drinking From the Well** is open to you.

**Registrations are now being accepted for the class beginning this September and going through April, 2018. The number of registrations is limited and is on a first come, first served basis, so it is important to act soon.**

- ✓ You will get a warm-up email in August.
- ✓ From September through April, in the first part of each month, a synod-wide webinar will introduce an hour-long lesson on the spiritual life and a prayer practice, with additional time for Q&A.

**Call to  
Action**

### Continuing the Call to Action:

- ✓ In the middle of the month, you get to meet with a small group led by a certified spiritual director for two hours somewhere in the general vicinity of your home. (The location, date, and time will be determined when we know who is participating.)

#### Your commitment is to

- ✓ Watch the webinar each month. The webinars will be recorded so you can watch them as often as you would like, on your own time. Have your computer or smart phone or tablet connected so you can access the webinars.
- ✓ Try the new prayer practices throughout each month and discover what the Holy Spirit is inviting you to.
- ✓ Attend the spiritual direction group in your area.

**Cost:** This eight-month course is only \$250! That's about \$10/hour for each webinar and spiritual direction experience, a fraction of the cost if you were to buy them separately on the open market.

The primary book we will be using is *Creating a Life with God*, by Daniel Wolpert. It is currently selling for \$10.06 on Amazon.

**How to register:** Go online to the homepage of Seeking the Spirit Within.

<https://nebraskasynod.org.presencehost.net/discernment/spiritualdirection/stsw.html> to access the link to the registration form. You can fill it out online.

**Then, send a check for \$250.00 to the Nebraska Synod, 6757 Newport Ave., Suite 200, Omaha, NE 68152 with a note that it is for **Drinking From the Well**.** Your registration will be complete when your payment is received by the Synod Office.

Have questions?

Contact Connie Stover at

[conniestover@nebraskasynod.org](mailto:conniestover@nebraskasynod.org).

**The price will be increasing to \$285 by July 1st, so register soon to get the best deal.**



**P.S. We guarantee you will discover new aspects of your spiritual life if you complete this course and do the prayer practices faithfully. Try it and find out!**

## Sample 2: An Email Invitation to the Same “Drinking From the Well” Course, the next year:

Subject Line: We’ve Noticed Your Faithfulness. Want more?

(Core emotion we want to tap into: their healthy pride at having the bishop’s office notice their engagement.)



One thing we know about you is that you care about your spiritual life. You’ve demonstrated that with your interest in and support of Seeking the Spirit Within.

Because of your interest, the board of Seeking the Spirit Within invites you to participate in the second class of Drinking from the Well. This course is offered and led by Seeking the Spirit Within.

Drinking from the Well is an eight-month course which will

- teach you some new prayer practices,
- let you participate in a spiritual direction group, and
- help you develop knowledge and habits for a deeper spiritual life.

As happens with studies in spirituality, we begin by exploring how you are wired to connect with God. Then, we go increasingly deeper each month as you get better at opening up your inner spirit to the work of the Holy Spirit in you. By the time we finish in April, you will have decided on your own spiritual “tool box”, those prayer practices which work best for you and you want to continue using.

Learn more about it [here](#).

The class will meet online with a live webinar once each month (which will be recorded if you are not able to be there or would like to watch it again). In the middle of the month, about two weeks after the webinar, your spiritual direction small group will meet for two hours to talk about the experiences each of you in your small group are having with that month’s prayer practice. You will have the privilege of meeting with like-minded people, in a conversation guided by a certified spiritual director. You can explore with each other what are the finer nuances of how you are growing in your spiritual life.

The cost for the eight-month course is less than \$10 per contact hour. That is a great deal! The least you will pay for a spiritual director in Nebraska is \$25. The average rate is between \$35 and \$50. So, for 3½ hours each month for eight months of continuous learning, the charge for the whole course is only \$250. Like everything else in life, the more you commit to learning the different faith practices, trying them throughout the month, the more valuable an experience you will have.

You can learn more about Drinking from the Well at the Nebraska Synod's website. Go to <http://nebraskasynod.org/learn/resources/discernment/spiritualdirection/drinking-from-the-well.html>. You can register online [here](#).

The course begins right after Labor Day so we need to hear from you soon. The spiritual direction groups are formed after we know who is participating and where you live. It's important to get you as geographically close as we can make it.

**The deadline for registrations is August 15<sup>th</sup>. Please let us know your decision by then.**

We hope to see you in this next offering of Drinking From the Well!

Sample 3: Website page about Massage Therapy for Touch Omaha. The notes are for the technical person who uploads her site.

## Does Chronic Pain Limit Your Activity and Keep You From Focusing on Things you Care About?

### Therapeutic Massage Can Loosen Your Pain Points and Provide Immediate Relief.



Hannah (not her real name) suffered a severe cervical sprain, more commonly known as a whiplash, in an accident several years ago. It damaged ligaments in her neck and left the vertebrae out of their natural position. Now she suffers from chronic muscle tightness and arthritis in her neck. Compensating for the neck injury, the muscles in her shoulders and upper back can get unusually tight and painful.

Hannah has opted for monthly massage appointments with Ann to treat the injury and its consequences. Her sessions typically blend classic Swedish massage (include a link to definition of Swedish massage below) and myofascial release (include a link to the lower part of this page where mfr is explained). She has found that a regular schedule of treatments has helped her find significant relief. It manages her discomfort, and stays ahead of any debilitating pain.

### How Massage and Myofascial Release Might Help You

Our bodies really take a beating as we go through life.

- Aging
- Injuries
- Surgery
- Acute Illness
- Emotional duress
- Addictions
- Childhood or adulthood abuse
- Rigors of exercising
- Effects of living a sedentary lifestyle
- Chronic illness such as cancer and its treatments, Parkinson's Disease, or Fibromyalgia.
- Being a care-giver of someone suffering a chronic illness.

Muscles tighten up. Joints get stiff. Injuries happen. We lose our straight posture and stoop forward. We suffer lower back pain. Our shoulders and neck carry our stress and become increasingly inflexible. Our bodies hold our emotional and spiritual energy. That's a lot to carry!

Under the wear and tear of life, our natural flow of energy gets blocked. Regular massage and myofascial release help open up those areas of congestion.

- It helps us stand upright.
- It keeps our life energy flowing normally.
- It treats areas of chronic pain.
- It helps us relax.

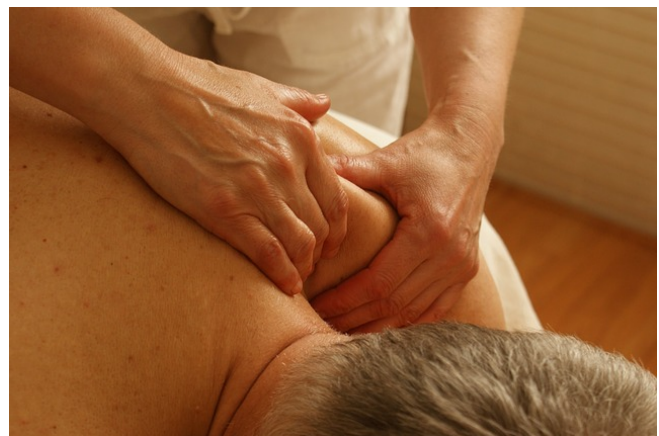
## How Does This Happen?

### Swedish Massage

Swedish Massage, created in Europe, is the classic kind of massage people usually think of when they hear the word "massage." It is a combination of sliding movements and kneading techniques. It can also include the therapist gently stretching and bending joints. This therapy improves circulation of both blood and lymphatic system and helps muscle tissue relax.

### Myofascial Release

"Fascia" is the thin sheath of a protein called collagen. It covers so much of our body. Each individual muscle fiber and groups of fibers making the muscle tissue are all covered in this thin sheet. Nerves, blood vessels, bones, ligaments, tendons, and organs—they are all enclosed by fascia. When the fascia constricts, it forces the tissues it surrounds to also tighten up. Stress, injury, surgery, emotional difficulties, exercise, and a sedentary lifestyle can all cause fascia to stiffen up, or loosen up, or get inflamed.



What we commonly call "knots" in our muscles are really places where the fascia has tightened around muscle fibers. Using massage and myofascial release, Ann is able to loosen the fascia. This reduces pain. It brings the muscle, tendon, or ligament closer to its natural and healthy state.

## Is This For You?

Ann, with over 20 years in this field, has vast experience in recognizing subtle problems in the body. She is a lifelong learner with many different techniques at her disposal. She also has grown into the wisdom to know when to use them most effectively.

Do you recognize your posture is declining? Ann might well be able to help you.

Do you suffer chronic or frequent pain from an injury or illness? It's worth reaching out to Ann to see if she can reduce or relieve your suffering.

Are you stiffening up from your workout routine? Therapeutic massage will likely help you lengthen your muscles. It makes them more pliable. It lowers the risk of future injury to them.

Today is as good a day as any to give your body the extra care it deserves. If you are new to Ann's business, please call her at 402.650.9311 **[If her phone number can be made into the kind of link that they can press it and call automatically, please do that. Most people will be reading this on their phone.]** or email her at [getcst369@gmail.com](mailto:getcst369@gmail.com). If you are already a client of Ann's, you can [make an appointment online](#), [link to Vagaro] and start making an immediate impact on your health!

Picture from: <https://pixabay.com/en/back-massage-deep-tissue-massage-2852486/>  
and <https://pixabay.com/en/massage-shoulder-relaxation-massage-389716/>