



Writing Portfolio

ANNE TURNER

Copywriter



Table of Contents

RESUME	3
WRITING SAMPLES	6
Blog Articles	7
Jumpstart a Biz “Six Ways to Jumpstart Your Motivation”	7
Career Step “All About Work From Home Medical Transcription and Editing”	9
Business to Business	12
True Love Skincare Retail Store Marketing Leaflet	12
Email Marketing	14
Our Grain-Free Life Newsletter Welcome	14
Grant Proposal	15
Biodiesel U.S. Inc. Cover Letter	15
Press Release	16
Pronounce Apothecary Grand Opening	16
Search Engine Optimization	18
Young Living YouTube Description	18
Our Grain-Free Life “Paleo Chocolate Almond Bark”	19
Social Media	20
Facebook Posts	20
Instagram	22
Career Step Content for Facebook, Twitter, Instagram, LinkedIn	23
Website	24
Young Living “Live Your Passion Rally”	24
Young Living Website Bios	26
EDITING SAMPLES	27
Website	28
My Smart Learning World Learning Center Homepage	28
Radius Engineering	29
Restaurant Listings	30

RESUME

I have a Master's degree in English, with experience in copywriting, copyediting, content marketing, and teaching. I am also a small business owner, running two blogs, one on Paleo food and lifestyle, and one on beginning a new, online business.

For the past five years, I have been an English professor, teaching writing and editing on the college level, first at Brigham Young University while obtaining my M.A. degree, and most recently at Utah Valley University and Salt Lake Community College. I have taught technical writing classes, freshman composition, and editing courses. I constructively and compassionately mentor students to improve the content of their writing, and improve their grammar and punctuation.

As a copywriter and copyeditor for six years, I have reviewed copy for a variety of projects, working as a freelance writer for Young Living and writing bios for the Diamond Recognition portion of the website, as well as YouTube SEO descriptions, and convention materials. I have also written B2B marketing materials and curated social media content for a local Utah company, True Love Skincare. In the past, I have worked one-on-one consulting with authors, editing their work and providing critiques to prepare them for publishing.

I have experience writing and editing blogs, websites, teaching curriculum, and writing for B2B, SEO, Facebook Ads, Instagram, Pinterest.

Anne Turner

EDUCATION

- Ph.D. English Language and Literature, Rhetoric and Writing, University of New Mexico (In Progress)
- M.A. English, American Literature, Brigham Young University, 2014
- B.S. English, American Literature, Cum Laude, Utah Valley University, 2012

PROFESSIONAL EXPERIENCE

Social Media Adjunct Faculty, *Pathways Online Brigham Young University - Idaho* (Apr 2020-Present)

- Virtually instruct students in social media, marketing concepts, and digital writing
- Assist students in determining social media channels for business
- Teach multimodality and digital writing genres

English Adjunct Faculty, *Central New Mexico Community College* (Jan 2020-Present)

- Instruct students in composition and writing and rhetoric
- Assist students in revisions through one-on-one conferences and feedback
- Teach multimodality and digital writing genres

English Teaching Assistant, *University of New Mexico* (Aug 2018-Present)

- Instruct students in composition and writing and rhetoric
- Assist students in revisions through one-on-one conferences and feedback
- Teach multimodality and digital writing genres

Owner/Founder, *Our Grain-Free Life* (Apr 2016-Present)

- Write and manage blog posts through WordPress
- Create social media content and manage social media accounts
- Use SEO to increase traffic to blog
- Run Pinterest, Facebook, and Instagram content and ads to increase customer base

English Adjunct Faculty, *Utah Valley University* (Aug 2014-Present)

- Instruct students in linguistic constructs, punctuation, grammar, and usage
- Assist students in editing project attainment and contract write up
- Teach students composition and argumentation in various genres
- Teach English 1010, 2010, 2020, and 2050 face-to-face and online

Freelance Writer and Editor (Aug 2011-Present)

- Conduct interviews and write bios on top sellers for *Young Living Essential Oils*
- Wrote, copyedited, and proofread product guides for *True Love Skincare LLC*
- Copyedited and proofread novel for Julia Andrus
- Wrote and proofread web pages for *My Smart World Learning Center*
- Edited Chinese alternative health book for Dr. Ding Hai of Salt Lake City
- Copyedited essays and short stories for UVU student publications

- Edited undergraduate and graduate student papers at UVU, BYU, UNM
- Wrote a non-profit grant for Biodiesel U.S. Inc. (Dallas)

Adjunct English Instructor, *Salt Lake Community College*
(Jan 2016-Aug 2018)

(Jan 2016-

- Instruct students in composition and technical writing genres
- Teach and mentor students in basics of editing technical documents
- Support students in applied learning projects

Social Media Manager and Content Marketing Specialist, *Career Step*
(Mar 2017-Aug 2017)

(Mar 2017-

- Create content for and manage 11 social media accounts
- Create and manage blog posts through WordPress
- Write copy and proofread marketing materials

Social Media Content Producer, *True Love Skincare LLC*
(Oct 2017)

(Aug 2015-

- Build social media presence
- Create marketing content and digital images
- Manage multiple social media accounts
- Share marketing content through Facebook and Pinterest

Graduate Instructor, *Brigham Young University*
(Aug 2012-Apr 2013)

- Planned and instruct lessons for Writing 150
- Met with students to discuss their writing
- Attended weekly Graduate Instructor meetings

Presidential Intern, *Utah Valley University*

(Aug 2011-

Apr 2012)

- Attended University Planning Committee meetings and organized minutes
- Researched Higher Education issues
- Edited and proofread Policy Manual
- Edited, proofread, and reorganized Employee Code of Conduct manual

VOLUNTEER

Writing and Business Consultant, *Crossroads for Women* Albuquerque, New Mexico
(Feb 2019-present)

(Feb

- Support Vocational Services with business writing workshops
- Assist individuals with college and scholarship applications

Core Writing Committee Member, *University of New Mexico*
(Aug 2018 to Present)

(Aug 2018

- Create meeting advertisement materials
- Lead Core Writing Meetings
- Co-chair of the Student Assistance Fund sub-committee
- Co-chair of the Technology for Diverse Students sub-committee

Private Tutor and Editor, English
Present)

(Aug 2010 to

- Tutor students in basic language structure, grammar, and punctuation
- Assist students in revision of writing
- Edit student research papers for grammar and punctuation errors

AWARDS

Core Writing Outstanding New Teaching Assistant of the Year, UNM (2018–2019)
(Nominee) Susan Deese-Roberts Teaching Assistant of the Year Award, UNM
 (2018–2019)

CERTIFICATES

Online Teaching Certificate, Central New Mexico Community College (current)
Online Teaching Certification, Utah Valley University (current)

SKILLS

Content Writing	Press Releases, White papers, Email funnel content, blog posts, articles, SEO keywords, social media posts: Twitter, Facebook, Instagram, Pinterest, YouTube.
Editing skills	Proofreading, content editing, fact checking, Chicago and MLA formatting, organization and structure.
Computer skills:	Microsoft Word, Microsoft Excel, PowerPoint, Notebook, Adobe Lightroom, Adobe Spark, Canva, Google Docs. Social media: Facebook, Twitter, Pinterest, Instagram, SnapChat, TikTok.
Personal skills:	Resolving conflicts, giving accurate directions, working with high volume situations, punctual, personable.
Character traits:	Honest, compassionate, helpful, and self-motivating; a quick learner with a good work ethic; attentive to detail; respectful to supervisors, customers, clients and guests; personable and polite; possessing courage and strength to stick to high moral standards.

WRITING SAMPLES

As a freelance copywriter, a social media content producer, and as a blogger, I have had the privilege to work in a variety of genres, fine-tuning my knowledge, skills, and understanding of writing, grammar, punctuation, style, and organization. My varied experience has given me the fluidity as a writer to work in any genre, and fit my writing to the particular style and voice of each client I have worked for.

Within this portfolio, you will find examples of past work I have done both for my clients and for my own business, including blog articles, a business to business marketing leaflet, email marketing, a grant proposal, a press release, search engine optimization for YouTube and a blog, social media content, and websites written.

BLOG ARTICLES

JUMPSTART A BIZ “6 WAYS TO JUMPSTART YOUR MOTIVATION”

(<http://jumpstartabiz.com/six-ways-to-jumpstart-your-motivation/>)

Starting a business can be exhausting! You're out there hustling, working your 9-5, and trying to build your dream on the side. Or maybe you're taking care of kiddos and trying to find the time to actually do something for your business. Finding the tools to jumpstart your motivation is the first place to start.

I get it. **It is not easy.** And I'm not going to say that it gets any easier as time goes on. Most days I just want to curl up in a ball on my bed, hide under a blanket fort and binge watch Netflix when I get home from teaching classes (that's my anxiety's idea of a good day). There's no way that I want to work more after already working! I just want some relaxation. That's all.

But **then I remember that I have dreams and goals...**and I watch one more episode before crawling out of bed and turning on my computer. Sometimes the remembrance is enough to get me started, but sometimes motivation escapes me! So I recently asked a group of women how they find motivation to build their dreams, and I want to share with you some of their ideas (and others I've found to be helpful in my own life) in an effort to **help YOU find motivation** to keep going.

1. MAKE A TO-DO LIST

My favorite way of finding motivation to work comes from making a long list of things that need to be done. I will warn you that this sometimes backfires, sending me back into my Netflix blanket fort, but for the most part, **I feel energized creating a list** (I'm really just tricking myself into being productive). Choose one project on the list that you can get done in less than an hour, then tackle a portion of a bigger project. Why does this work? Making choices has actually proved to be a great way to motivate you to make other choices. Need a central notebook for your to-do list? Check out this cutie on Amazon!

2. STOP MULTITASKING

Multitasking may seem like a productive way to get a lot done at once, but it will sap your motivation. **Don't try to do everything at once** and, for goodness sake, don't even expect yourself to be able to do everything at once. Multitasking can be overwhelming, and you'll find you aren't getting as much done as you hoped you might. Instead focus on one task until it is completed then move on to the next task.

3. SET ASIDE 2 HOURS

If you're working a full-time, or caring for babies full-time, it might be best for you to dedicate a specific amount of time to working on your business. **Two hours is a reasonable amount**, and you can split it up during the day if necessary (for example: one hour in the morning and one in the evening). Settle in for the long haul, my friend, and take things slowly! Consistency is the key to success. Two hours a day is going to bring you closer to your goals.

4. POWER NAPS

But seriously. If you're not feeling motivated because you are just dragging through the day, you may want to learn how to power nap! **A twenty-minute nap can work wonders for productivity**. It might take some practice to get that nap to twenty minutes, but it will be worth it. I perfected the art of the power nap as a youth camp counselor, sometimes taking five-minute power naps in busy campus hallways.

5. BE ACCOUNTABLE

Working on your business alone means that you are accountable to yourself and no one else. This can be difficult for people like me who have no problem delivering on deadline when my boss asks me to, but when I'm the boss? *Meh. I'll do it tomorrow*. Choosing a mentor to help you stay accountable (whether they are a spouse, sibling, or friend) can help you increase your motivation because someone is counting on you to do your job. Make sure this isn't just a one-sided reporting though! **You need someone who will be invested** and who won't be afraid of pushing you to your potential.

6. SET AN ALARM

I have a terrible memory, and my consistency in life has suffered because of it! Not to mention that every year I feel like my memory is getting worse. So I've started setting **multiple alarms** on my **iPhone** to remind me every night of not just my kid's bed time, but also mine! I also set an alarm for once a week budgeting/scheduling time with my hubby, and time each day for me to work on my business. The only trick part is to obey the alarm immediately, with no exceptions.

CAREER STEP “ALL ABOUT WORK FROM HOME MEDICAL TRANSCRIPTION AND EDITING”

(<https://www.careerstep.com/blog/all-about-work-from-home-medical-transcription-editing/>)

Embarking on a work-from-home career can be a financial life saver for a stay-at-home parent, an individual with disabilities, or someone who cannot relocate for a job. Working from home also provides financial stability and allows for time freedom. Medical transcription editing is a career that you can train in, and work at, from home. In fact, most medical transcriptionists work from home, which means that healthcare professionals are used to working with contractors.

The best part? **You don't need any experience to start training!**

What is medical transcription?

The transcription of medical documents has been in existence for well over 100 years. In the beginning, a doctor would dictate notes either aurally or in cursive to the transcriptionist, who would use a typewriter to transcribe the medical record. The advancement of technology now allows for medical transcription work to be done using audio recordings, making it possible for medical transcription and editing to be done remotely. Because of the 2014 federal mandate for Electronic Medical Records, **medical transcription work has become even more vital** to the healthcare industry.

How do I train for Medical Transcription Editing?

Medical transcription and editing is a competitive field these days, and requires superior training and connections to break into. Recent technological achievements make it easier for physicians and other healthcare professionals to dictate medical records, and some are taking advantage of speech recognition software to transcribe. While it is true that some experienced transcriptionists are experiencing a decline in work because of this, **transcriptionists with editing training and experience are still needed** to edit the software transcriptions, and it should be noted that not all healthcare professionals are using speech recognition software due to potentials for inaccuracy.

If you are looking to pursue a career in medical transcription and editing, you should consider programs that include modules on editing to help you gain an edge in this competitive field. If you choose to take the Medical Transcription and Editing program from us at Career Step, make sure you take advantage of our Graduate Support Services. **94% of graduates from our Medical Transcription and Editing program get jobs**, and some of them through our connections with large companies seeking transcription.

How do I start working as a Medical Transcriptionist?

The opportunity to work independently as a contractor is one of the great draws to the profession, whether you choose to contract through a large company, or build your own list of clients. You can find clients through medical transcription editing networking sites like MTDaily or dedicated job portals like MTJobs.com as well as freelance websites like upwork.com and groovejob.com. Another way to find work as a medical transcriptionist is to distribute your resume with a cover letter outlining your services to healthcare centers in your city. Local clinics may be more than happy to outsource their medical transcription to a local professional.

How much will I make working as a Medical Transcriptionist?

Most medical transcriptionists are paid on production, so the more you work the more you can make. The U.S. Department of Labor reports that the middle 50% of medical transcriptionists earn between **\$27,810** and **\$42,690** a year.

BUSINESS TO BUSINESS

TRUE LOVE SKINCARE RETAIL STORE MARKETING LEAFLET

Written to help True Love Skincare negotiate with retail stores.

Have you discovered **True Love**?



In 2014, Wart Paste was born from a labor of love. Jenn watched her husband suffer from twenty-seven painful plantar warts for two years. And while she tried dozens of different treatments on him, nothing worked. After years of research, she combined a mixture of essential oils, minerals, and plant extracts that quickly relieved her husband's pain and killed his warts within two weeks. She began sharing her product with friends and family members and soon realized she needed to share her family miracle with many others. From that experience True Love Skincare was created, with tremendous growth its first year.



The Fruits of True Love

Wart Paste, our flagship product, is a proprietary blend of anti-viral, anti-bacterial, and anti-fungal essential oils.

Unlike other **wart** remedies,

Wart Paste contains no chemicals, poisons, acids or alcohol. It does not cause pain, or scarring! And, even after the warts are gone, Wart Paste can stimulate recovery to the affected area. Wart Paste contains methylsulfonylmethane (MSM), organic olive leaf, organic olive leaf extract, organic extra-virgin olive oil, tea tree oil, oregano oil, and cinnamon oil.



Spot Paste contains an identical formula to Wart Paste, but with a new label to indicate different uses. It has been incredibly useful in rejuvenating skin afflicted by a

myriad of skin ailments (**age/sun spots, psoriasis, eczema, rashes, yeast infections**). And because we use a blend of plant extracts and minerals, it's also incredibly soothing. We also recommend Spot Paste as a **daily moisturizing scrub**. Spot Paste contains methylsulfonylmethane (MSM), organic olive leaf and olive leaf extract, organic extra-virgin olive oil, tea tree, oregano, and cinnamon essential oil.



Cold Sore Honey Cream is a light, creamy blend of our Paste formula, specifically designed as a soothing lip balm. Many of our customers have used it for **cold**

sores! Unlike other remedies, our customers have used this as a preventative before, and as a remedy during an outbreak. Ingredients are beeswax, organic olive oil, organic coconut oil, methylsulfonylmethane (MSM), raw honey, distilled water, vitamin E oil, tea tree oil, lemon balm oil, lanolin, organic olive leaf extract, grapefruit seed extract, and vegetable wax (an emulsifier).



Eczema Honey Balm (*Coming Spring 2016*) is our latest product. With Spot Paste's success as an alternative remedy for most skin

ailments, we wanted to take the same great ingredients and create a creamy version, one that wasn't so difficult to apply to large areas, and would be easy to use on active kids. So, we've created a creamy balm that's easy to apply and doesn't need to be covered after it's applied. *We are in final product development & testing and as soon as it's ready, we'll let you know!*

Customers Need True Love!

100% of your customers get **Age/Sun Spots**

40% of your customers have **Cold Sores**

20% of your customers have **Warts**

20% of your customers have **Eczema**

And the list of conditions goes on...These conditions are incredibly prevalent and traditional care for these can be expensive, unreliable, and painful. True Love Skincare offers an all-natural, alternative approach to rejuvenating the skin that customers may find valuable when other avenues have been exhausted.

Customers Want True Love!

It works! It really does, and no matter what, we promise 100% satisfaction guaranteed.

All-Natural! No acids, poisons, chemicals, artificial preservatives, artificial additives, or alcohols to irritate or damage the skin.

Cheaper than a Doctor's Co-pay! When customers have run out of money and patience with traditional options, they turn to True Love Skincare as an alternative approach.

A Little True Love Goes a Long Way! A 1 oz jar of Wart Paste is more than enough to use on several warts for several weeks.

Discover True Love

Jennifer Suiter, President
jennifer@trueloveskincare.com
801.400.5138

Adam Turner, Product Manager
adam@trueloveskincare.com
801.687.9983

You Want True Love!

It sells! Stores that promote and recommend True Love Skincare products generate hundreds of dollars in sales per month with relatively little effort.

New Revenue Streams! Other remedies may be unreliable or carry side effects such as pain or damage to healthy skin, or both. True Love Skincare offers an entirely new revenue stream.

100% Hassle-free Returns! We have absolute confidence in our products. Our return rate is currently 1 return for every 1,000 jars sold. If for ANY reason a customer returns a jar, we will immediately replace it (including not liking color/texture!).

Small Footprint! Our jars are small, and our product display stand is compact, requiring a very small footprint.

Excellent Terms! We offer competitive payment terms, and even special discounts.

Free Displays! Why pay for a product display? We offer all new retailers an eco-friendly bamboo display shelf that is guaranteed to generate buzz about our products.

Wholesale Pricing

Base Wholesale Discount: 40%

Product List	Size	Retail	Wholesale
Wart Paste	1 oz	\$39.00	\$23.40
Spot Paste	1 oz	\$39.00	\$23.40
Honey Cream	.6 oz	\$19.00	\$11.40

Introductory Pricing

Introductory Discount: 47%

4x Wart Paste	\$82.68
4x Spot Paste	\$82.68
5x Cold Sore Honey Cream	\$50.35
1x Product Display	\$0.00
Total	\$215.71

Special Terms: Payment in Net 10, must buy entire package, & must put display near a register.

EMAIL MARKETING

OUR GRAIN-FREE LIFE NEWSLETTER WELCOME

Subject: Your FREE Copy of "Four Essential Paleo/AIP Desserts" from Our Grain-Free Life

Hi {{ subscriber.first_name }}!

Thank you for subscribing to my newsletter!

I'm so happy to have you on board, and I hope you enjoy all of the baking tips, recipes, and updates from me in the future! I'm completely addicted to creating new goodies to eat, and I can't wait for you to see what I have in store for you.

As promised, here is your copy of my very first mini recipe book, Four Essential Paleo/AIP Desserts. I hope you enjoy it as much as I enjoyed making the recipes, and I hope it helps you create new favorites.

If you'd like to keep in touch, I'd love to have you in my exclusive Facebook group, Paleo Baking Academy where I share tips and tricks for baking and eating Paleo. Also, feel free to follow me on Instagram and Pinterest.

Happy Baking!

Anne Turner

anne@ourgrainfreelife.com
www.ourgrainfreelife.com

GRANT PROPOSAL
BIODIESEL U.S. INC. COVER LETTER



Michael Loveridge
1235 South Main St.
Dallas City, TX

Dear Mr. Loveridge,

Students in the Dallas City area, and throughout the United States, are put into situations every day that risk their health. Diesel-powered school buses pose a risk to students' health because of the great amount of emissions that are produced from the combustion of diesel. An average student who is transported by bus to and from school is exposed to 70% more emissions in that ride alone than an adult is exposed to in a large city. A change in the type of fuel used by buses would reduce emissions by a significant amount. Biodiesel, an organic fuel, consists of used vegetable oil that has been converted into a type of environmentally friendly diesel fuel. Use of biodiesel can reduce emission exposure amounts up to 100%. Action should be taken to promote the use of biodiesel in the Dallas Independent School District.

Biodiesel U.S., Inc. is a 501(c)3 nonprofit company that collects and converts used vegetable oil into biodiesel fuel for students who are transported by bus to and from school. The Dallas City operation, B.U.S. (Dallas), is dedicated to reducing a student's exposure to harmful emissions by providing biodiesel for the Dallas City Independent School District. This environmentally friendly fuel will not only reduce K-12 students' exposure to harmful emissions, but will also reduce emissions in the city.

While B.U.S. (Dallas) is designed to be a self-sufficient program, the initial phases of the program will need community support. Current efforts have led to partnership with two restaurants in Dallas City who will donate use vegetable oil to the project. Other support has been made in the loaning of a trailer to transport oil and fuel. I have personally contributed my own time and resources for the establishment and success of this project and will continue to do so as the Regional Director at B.U.S. (Dallas).

I would be honored to answer any questions that you may have with regards to this project. I can be reached via email at donny.mcclellan@gmail.com, or by phone at 214-704-3370. We appreciate your consideration of this proposal and thank you in advance for your time.

Sincerely,

Don McClellan, B.A.
Regional Director

AS/as

Enclosures: 1 original with original signatures
1 copy

PRESS RELEASE

PRONOUNCE APOTHECARY GRAND OPENING



FOR IMMEDIATE RELEASE

Pronounce Skincare & Apothecary Celebrates Grand Opening of Retail Location in Bloomington, Indiana

Natural cosmetic lovers and DIY skincare enthusiasts are invited to attend the grand opening of Pronounce Skincare & Apothecary on Monday, Nov. 14. The new retail location represents over 4 years of work by local owner Jessica Healey, who developed each product from scratch, using high quality, natural ingredients.

“I had to share my recipes for the DIYer and sell for those that would rather just buy,” explains Jessica. “I’ve realized that food, lifestyle, and skincare are all really important and living life from scratch is a lifestyle easy to start or to pass on to others.”

The grand opening event will take place from 5:30 to 7:30 p.m. and will include:

- giveaways
- raffles
- prizes
- face painting for kids
- snacks and refreshments
- DIY opportunities
- sales
- and more.

The new retail store carries natural, non-toxic alternatives to creams and cosmetics, including organic body butters, facial foundation, and aftershave spray. DIYers will be interested in the raw, certified organic ingredients sold in bulk at Pronounce Skincare & Apothecary, such as coconut oil, almond oil, and various herbs.

Pronounce Skincare & Apothecary opens for business on Monday, Nov. 7. Normal hours of operation are Monday through Friday 9 a.m. to 7 p.m. and the first and last Saturday of the month from 12 p.m. to 5 p.m. Customers can purchase products at the retail store, which is

located at 615 N. Fairview St. in Bloomington, or customers also have the option of purchasing online at <http://pronounceskincare.com>.

Contact:

Jessica Healey

615. N. Fairview St.

Bloomington, IN 47404

###

SEARCH ENGINE OPTIMIZATION

YOUNG LIVING YOUTUBE DESCRIPTION

In this assignment, I was given specific SEO phrases to incorporate into a reader-friendly paragraph.

DIY Homemade Body Butter Recipe



Young Living Essential Oils - Official



23,516 views

+ Add to ➦ Share ... More

👍 133 💬 0

Published on Oct 21, 2016

https://www.youngliving.com/en_US

Making body butter with essential oils is easy with this creamy, custom-scented recipe from Young Living. This homemade body butter recipe requires coconut oil, cocoa butter, and your favorite essential oils. Just melt the oil and butter, then add essential oils. Whip the ingredients until fluffy in a stand mixer, and you have the best body butter for keeping your skin looking luxurious. If you have ever wondered how to make body butter, this video will teach you how!

Find more DIY recipes on the Young Living blog: <http://www.youngliving.com/blog>

Find Frankincense essential oil here: https://www.youngliving.com/en_US/pro...

Find Lavender essential oil here: https://www.youngliving.com/en_US/pro...

Social Media:

Facebook: <https://www.facebook.com/YoungLiving>

Twitter: <https://twitter.com/younglivingeo>

Instagram: <http://instagram.com/younglivingeo>

Category

Education

License

Standard YouTube License

OUR GRAIN-FREE LIFE “PALEO CHOCOLATE ALMOND BARK”

A peek at my blog’s SEO app, Yoast, and the items I use consistently to increase my SEO.

Yoast SEO

[? Help center](#) ▼

Readability Keyword: *paleo chocolate alm..* +

Snippet preview

Paleo Chocolate Almond Bark — our grain-free life
ourgrainfreelife.com/2017/02/paleo-chocolate-almond-bark/ ▼
 Who doesn't want chocolate? Say hello, my starved Paleo friends, to an unbelievable recipe for **Paleo Chocolate Almond Bark** that will kick your cravings.

Edit snippet

Focus keyword

paleo chocolate almond bark

Analysis

- This page has 0 nofollowed link(s) and 4 normal outbound link(s).
- The text contains 393 words. This is more than or equal to the recommended minimum of 300 words.
- The meta description contains the focus keyword.
- The length of the meta description is sufficient.
- The focus keyword appears in 1 (out of 1) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The images on this page contain alt attributes with the focus keyword.
- The keyword density is 1%, which is great; the focus keyword was found 4 times.
- The focus keyword appears in the first paragraph of the copy.
- The SEO title contains the focus keyword, at the beginning which is considered to improve rankings.
- The page title has a nice length.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.

Paleo Chocolate Almond Bark

Permalink: <http://ourgrainfreelife.com/2017/02/paleo-chocolate-almond-bark/> Edit

Behold, Paleo Chocolate Almond Bark.


I honestly didn't think that you could improve chocolate, but sure enough, this is good stuff!

Paleo Chocolate Almond Bark


SOCIAL MEDIA

FACEBOOK POSTS


Screenshots of Facebook posts and ads written for Post Primer

 **Rain International**
August 26, 2016 · 🌐

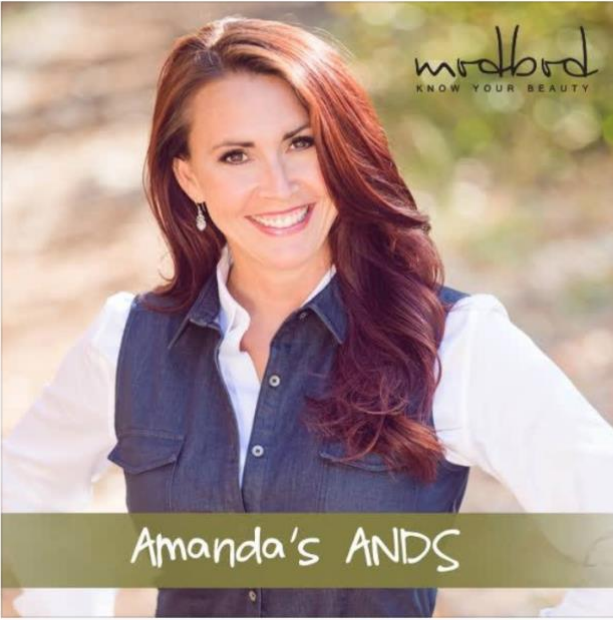
"You can't put a limit on anything. The more you dream, the farther you get." -Michael Phelps
Find less limitations with Form, our seed protein powder. Learn more here:
[#RainIntl](#) [#NoLimits](#) [#Protein](#)



Like Comment Share

 **Modbod**
September 28, 2016 · 🌐

Amanda is a business owner AND a mom AND a daughter AND a friend AND a leader.

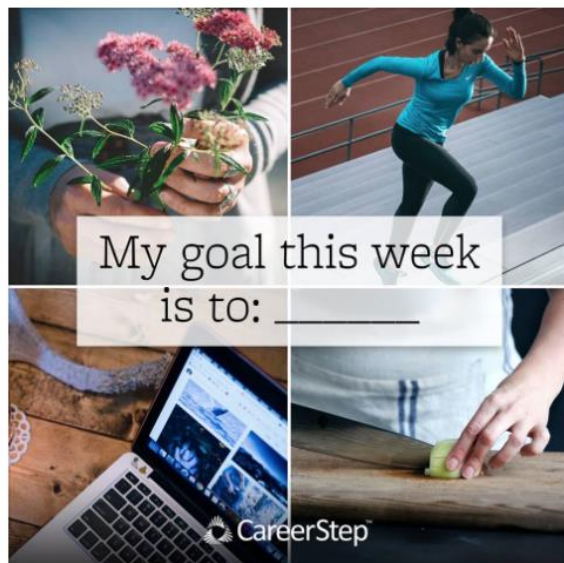


Like Comment Share



What's your goal? Comment below!

My goal this week is to _____

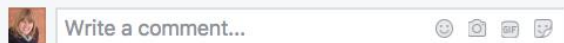


Like Comment Share

Vonda Andrews and 5 others

Top Comments

1 share



Kelly Criss My goal this week is to work a minimum of 4-5 hours per day on my course and know that I gave it my all no matter what that crazy planner says about me actually LOSING time and not gaining it.

Like · Reply · 1 · June 30 at 1:40pm

Career Step You've got this, Kelly! It's a period of hustle right now, but you will see the benefits soon!

Like · Reply · 1 · June 30 at 2:36pm

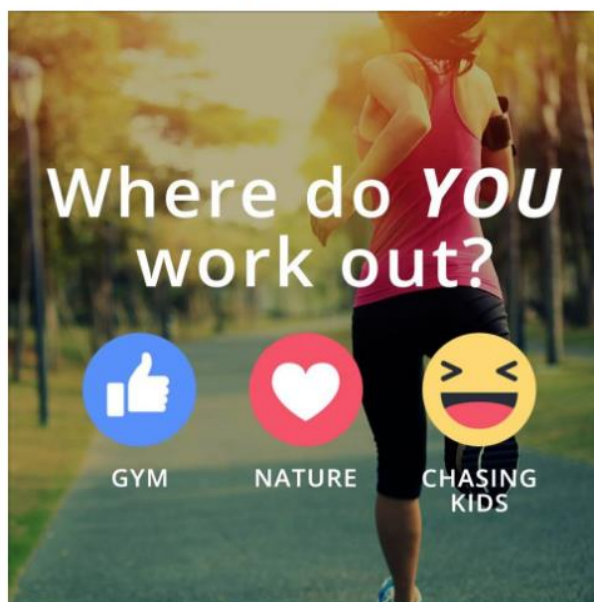
SueAnn Shane Squyres My goal this week is to try to find out HOW to know if this is for me before I spend the money on the program. 😊

Like · Reply · Page responded privately · 1 · July 6



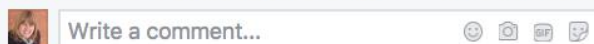
Where do you work out? Use your emoji and comment below to be entered for a \$25 Amazon giftcard!

(like) Gym (love) Nature (laugh) Chasing kids all day



Like Comment Share

Vonda Andrews and 158 others Top Comments



Baba Mia Keeping up with my babies is enough to make me sweat and tear up...their giggling is what makes life fun and energizes me. No pain no gain, Mommies! I love my kids! ❤️

Like · Reply · 1 · Yesterday at 12:10pm · Edited

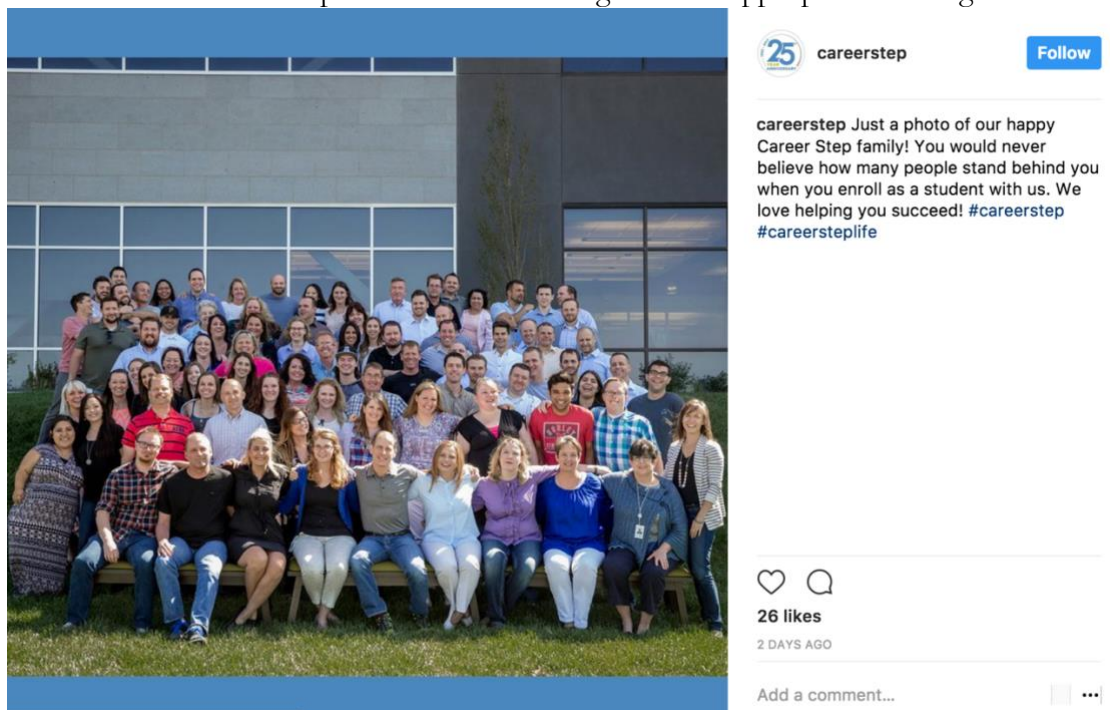
Kaitlyn Armstrong Taking super long walks outside for absolutely no reason other than to relax ❤️

Like · Reply · 2 · Yesterday at 10:51am

View 41 more comments

INSTAGRAM

Screen shots of posts written for Instagram with appropriate hashtags.



CAREER STEP CONTENT

Screen shots of posts written for Instagram with appropriate hashtags.

Facebook

Post Date: April 6th

Our newest career training, MEDICAL ASSISTANT, is now available for students! This new program combines instruction for medical office skills with necessary clinical skills, such as phlebotomy and EKG.

We've even included interactive simulations to help you understand exactly what it looks like to perform the duties of a medical assistant.

For more information about our program, or to enroll, call 1-800-411-7073 or visit our Medical Assistant program webpage here: CareerStep.com/medical-assistant-career

Twitter

Post Date: April 6th

Check out our brand-new Medical Assistant program, with phlebotomy and clinical simulations --> CareerStep.com/medical-assistant-career (shorten link)

Instagram

Post Date: April 6th

Our newest career training, MEDICAL ASSISTANT, is now available for students!

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Linkedin

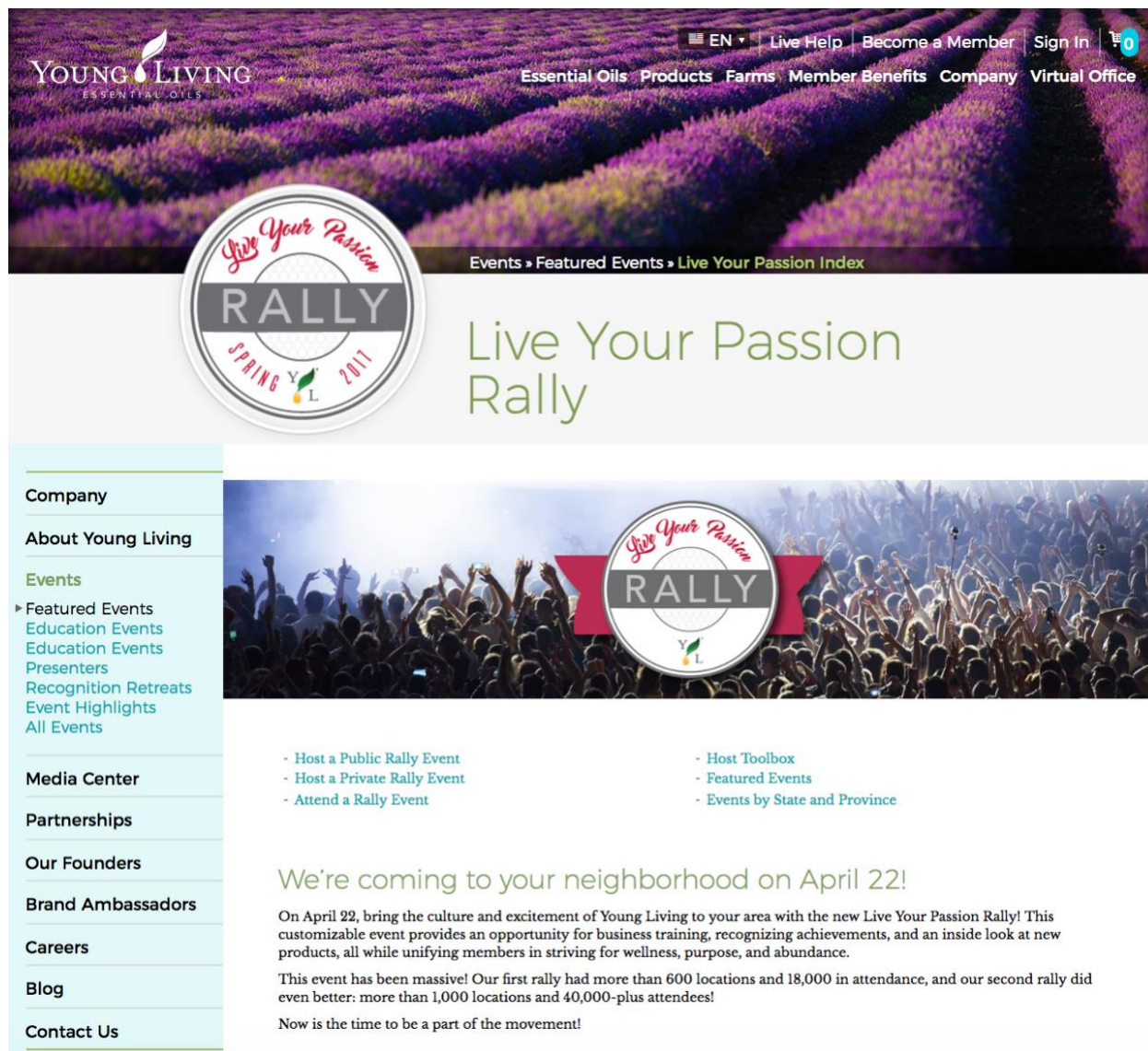
We are excited to announce our new Medical Assistant career training program! This new program combines instruction for medical office skills with necessary clinical skills, such as phlebotomy and EKG. We've even included interactive simulations to help you understand exactly what it looks like to perform the duties of a medical assistant.
CareerStep.com/medical-assistant-career

WEBSITE

YOUNG LIVING “LIVE YOUR PASSION RALLY”

(https://www.youngliving.com/en_US/company/events/featured-events/live-your-passion)

For this project, I wrote drafts of web pages for Young Living. Here is what the website looks live.



Want to host a public rally event?

As a host, you'll be in charge of organizing and hosting a rally for members in your area. Whether you host the rally in your home for a small group of five or at a large convention center for 5,000, it's the perfect opportunity to bring people in your area together. If you indicate that you would like to host a public event, your event will be listed below in the "Find a Rally Near You" section once it is approved and you receive a confirmation email.

There is no rank requirement to host. The only requirement we ask is that you send in your attendee registration list to YLRally@Youngliving.com by April 29. This will allow us to track the success of these events!

We will be sending out corporate representation to Empowerment Council-sponsored events that have the highest attendance, show high growth, and exhibit consistency. Empowerment Councils are made up of local member leaders who have committed to work together and with members to support these events. To get more details on how to start an Empowerment Council in your area, reach out to your regional sales manager so we can assist you!

Benchmarks and tiers for qualification to earn corporate representation and other perks are coming soon. Be a part of this exclusive group to receive up-to-date information firsthand! Register to host before April 14 at 5 p.m., MT.

Register [online](#) to host an event, and we'll send you the tools you need to be empowered to succeed!

Want to Host a Private Rally Event?

Interested in hosting a rally and receiving all the hosting materials but want to keep the event intimate? No problem! Simply register to host [online](#), and when you're asked if you want to host a public or private event, select "private." We'll keep it on the down low and off the public list, so you can host the event you want. As with the public events, the only requirement is to register to host an event by April 14 at 5 p.m., MT, and send in your attendee list by April 29.

Want to Attend a Rally Event?

As an attending member, you'll learn how to build a thriving business and get a look at new products, receive business training, have networking opportunities, and much more. Become a part of the Young Living community in your area and invite other members, your team, and family and friends who aren't a part of Young Living to participate!

Live Your Passion Rally events are for everyone—attendees at Live Your Passion Rally events have enrolled 25 percent more new members than those who don't attend! This can definitely have an impact on your team-building success.

Host Toolbox

› [Sample agenda](#)

› [Live Your Passion Rally Logos](#)

› [Event Planner checklist](#)

› [PPT Template download](#)

› [How to Host and Event Video](#)

Find a Rally Near You

Find a public Live Your Passion Rally event near you. Click on your state or province below and register today!

YOUNG LIVING WEBSITE BIOS

(https://www.youngliving.com/en_US/opportunity/recognition/diamond-leaders/royal#nobio)

I called and interviewed top Young Living sellers about their day-to-day lives, which I then wrote into these bios which are live on their website.

Lindsey and Evan Gremont

Texas, USA

Lindsey Gremont worked at IBM for 15 years doing corporate and IT strategy for very large companies, which taught her several valuable lessons about networking. Four years prior to joining Young Living, Lindsey created her Homemade Mommy blog because she loves sharing with others how to provide unprocessed, real food for their families.

After nine months of trying samples from her friends April Pointer and Jen Jordan, Lindsey enrolled with Young Living, though she was so busy with her corporate job and writing two books for her blog that she didn't jump into the business with both feet. Three months later, she invested the time to try the oils for herself and verify that they helped her and her family. Only then did she start to share with others on her blog.

Lindsey had no idea what her potential would be with Young Living when she started. Once she hit Silver, she knew that she'd be able to reach Diamond rank shortly thereafter. According to Lindsey, "When I set my heart on something, I just do it, and it happens!"

Lindsey has been able to leave her corporate job for good and is glad that she'll never have to work a day job again. Her husband, Evan, has now joined her business, and they feel tremendously blessed that Young Living came into their lives.



Carol Yeh-Garner and Scott Garner

California, USA

Carol Yeh-Garner had a successful hypnobirthing therapy practice when she first heard about essential oils. After using health food store brand oils, Carol reached out to a Young Living member to try the "real deal" and has been sharing her passion for Young Living's pure oils since.

With a resume that includes licensed clinical social worker and hypnobirthing therapist, Carol continues to educate and empower people through her Young Living business. "I've always loved sharing and educating people to make better choices for their lives, and Young Living fits right in," she says.

She believes in putting her whole heart and soul into her business, helping people make good choices, and educating rather than pressuring people into buying product. As part of this approach, Carol works tirelessly to ensure not only her own success but also the success of her team. "The business is changing their lives and the lives of all the people they are sharing oils with. Knowing that we are all changing lives one drop at a time is so rewarding," she says.



EDITING SAMPLES

Part of being a great writer includes great editing skills. I have proofread, copyedited, and content edited a variety of work across many style guides, but have the most experience in publication and web editing using The Chicago Manual of Style, AP, MLA, and APA styles.

The following examples are websites that I edited for clients. Some required a major content edit, and others a proofread. All samples are formatted according to the client's preferences.

Most authors are wary of sharing their work before publication, so you will note that I have not included any samples from publication editing.

WEBSITE

MY SMART LEARNING WORLD LEARNING CENTER HOMEPAGE

(<http://www.mysmartworld.com/>)

Original: Homepage (<http://www.mysmartworld.com/>)

- Accelerated curriculum
- A wide variety of fun learning experiences
- Encouragement of creativity and uniqueness

Our hands-on teaching approach allows every child to succeed and grow:

Intellectually

Physically

Emotionally

Socially

We offer Nationally Acclaimed Programs to enhance and further the education and development of young minds. You will be amazed at the expansion of your child's world with the assistance of My Smart World Learning Center!

Edited: Homepage (<http://www.mysmartworld.com/>)

Our hands-on teaching approach provides every child the opportunity for a balanced education, where they can grow **intellectually, physically, emotionally, and socially**. We offer an accelerated curriculum, a wide variety of engaging learning experiences, encouragement of individual creativity and uniqueness, and Nationally Acclaimed Programs to enhance and further the education and development of young minds.

You will be amazed at the expansion of your child's world with the assistance of My Smart World Learning Center!

RADIUS ENGINEERING

Sample Proofread Edit: Slide 3 SQRTM & RTM Tooling Design And Fabrication

Our development and tooling engineers are skilled in designing closed tool molding. We provide hard-anodized aluminum tooling for many of our customers.

Precision

Precision machined tooling systems for high performance composite applications.

- Complete product integration from concept to first article fabrication
- Closed mold tooling allows for the fabrication of Net shape parts
- Fabrication of closed molds as large as 240" x 72"
- In-house capacity for rapid turnaround
- Specializing in complex shapes and hollow parts

Design

A paragraph about tool design.

Features

Hard-anodizing aluminum increases surface hardness and overall durability so our tools compare favorably with the durability of steel.

Sample Content Edit: Slide 3

Our development engineers are skilled in designing closed mold tooling. We provide hard-anodized aluminum for many of our customers.

Precision

The precision machined tooling systems we use are specifically for high performance composite applications. Because of our complete dedication to high-quality products and the satisfaction of our customer, we complete the product integration from concept to first article fabrication, and we use closed mold tooling to fabricate net shape parts, as well as parts that are in complex shapes or hollow. We have the capacity for the fabrication of closed molds as large as 240" x 72".

Design

Using _____(software, process), we take customer specifications, we design tools with quality and durability in mind.

Features

The features of hard-anodizing aluminum allow it to increase surface hardness and overall durability. These features allow the hard-anodizing aluminum to compare favorably with the durability of steel.

RESTAURANT LISTINGS

(<https://www.restaurantlisting.com>)

1. <https://www.restaurantlistings.com/>

! If There is Food, We Will Find It! Find Your Favorite Restaurants and Favorite Dishes.

Dieting or following a special diet can be downright hard, especially if your diet includes foods you don't enjoy. The good news is that there are thousands of foods that are healthy, taste great, and can help you stick to your health goals. That's why we have special suggestions for you, whether you have high cholesterol, diabetes, high blood pressure, or you just want to look good in swimsuit. Restaurantlistings.com will give you options and suggestions for your dietary goals.

What Users Have To Say

Restaurant Listings, the Restaurant Listings logo, and all other Restaurant Listings marks contained herein are trademarks of Restaurant Listings and/or Restaurant Listings affiliated companies. All other marks contained herein are the property of their respective owners.

2. <https://www.restaurantlistings.com/restaurant/AZ/Phoenix/Burger-King/1649>

Find Low Cholesterol Meals. Please complete the following form to find meals that are cholesterol free/low cholesterol. (Note: Your information is kept confidential and will not be shared with third parties.)

Find Meals for Your Blood Pressure. Please complete the following form to find meals that will meet your blood pressure needs. (Note: Your information is kept confidential and will not be shared with third parties.)

Do you have any of these conditions?

Heart attack Stroke Heart failure High cholesterol

Find Meals for Diabetes. Please complete the following form to find meals that will meet your diabetic needs. (Note: Your information is kept confidential and will not be shared with third parties.)

Find Meals for Weight Loss. Please complete the following form to find meals that will help you with your weight loss goals. (Note: Your information is kept confidential and will not be shared with third parties.)

3. <https://www.restaurantlistings.com/AboutUs/>

Restaurantlistings.com is an innovative online community bringing healthy meals options to those with dietary restrictions, and is revolutionizing the way food junkies search for, share, and learn about restaurants and menus. With Restaurantlistings.com, you have full access to thousands of restaurants and their menus, and you can create custom menus from menu listings based on your health needs. Restaurantlistings.com maintains the most complete database of restaurants on the web with the most up-to-date information on restaurants, menus, and reviews. Restaurantlistings.com also offers

online ordering from local restaurants to make your life easier. If there is food anywhere, we will find it and bring it to you!

4. <https://www.restaurantlistings.com/User/FavouriteMenu.aspx>

Select your favorite meals from each restaurant and they will appear here in an easy to read menu.

5. <https://www.restaurantlistings.com/Careers/>

Restaurant Listing Benefits

Health & Wellness

We care about the health of our employees and their families, so we offer the best health, dental, and vision benefits to our US and UK employees. We also offer paid maternity and paternity leave. If you enjoy being active, we offer reimbursement for gym membership and other fitness activities. Employees who work in one of our high-tech offices are treated to a healthy, gourmet lunch every day.

Compensation

We believe every employee should share in our success, so we offer competitive salaries, stock options, and retirement plans with company matching.

Education

We actively encourage continued education. From internal training and knowledge, to paid external training and formal tuition reimbursement, we value a team that is educated and striving to be better.

Workspace

We value our employees comfort and success. Restaurant Listings provides top-of-the-line equipment for our employees, including standard issue ergonomic Aeron chairs and Steelcase desks.

Interactive Work Atmosphere

Teams perform best when individuals enjoy their jobs and the people they work with. We offer multiple outlets for team members to interact with each other after-hours, whether you work in the office or remotely.

Interested in a career with Restaurant Listings? Submit your resume to jobs@restaurantlistngs.com

6. <https://www.restaurantlistings.com/AddRestaurant/>

Add your favorite restaurant here! Please include as much information as you can to help other users find this restaurant.

7. <https://www.restaurantlistings.com/Claim-your-listing/>

Are you a restaurant business owner or manager? Claim your restaurant here to connect with Restaurantlistings.com, add online menus, and drive traffic to your website. The following steps will guide you through the Business Account creation process.

- Select "Business Login" from the menu at the top of the screen.

- Enter your information on the right side under “Business Sign-up” and click on the “Submit” button.
 - After submitting your information, search for your restaurant and find the “Claim Your Listing” link on your “Restaurant Details” page. Click on the link.
 - A pop-up window will appear for you to claim this restaurant.
 - Verify your phone number (which is automatically loaded) and continue with the verification process. (Note: If the phone number listed does not match your restaurant’s number, please submit an “Incorrect Phone Number” form and our executives will review your request.)
 - You will receive a phone call with a verification security code. Please write down the number.
 - Enter the security code into the website to confirm your listing.
 - Manage your listings through the “My Restaurants” tab on the top menu.
8. <https://www.restaurantlistings.com/OnlineOrdering/>

Coming Soon! We are in the process of offering free, online ordering through your favorite restaurants. Check back soon!

9. <https://www.restaurantlistings.com/Franchise/>

Are you interested in becoming part of a franchise? Would you like to be your own boss and make great money selling amazing food? Restaurantlistings.com wants to help you in your search for a reliable and popular franchise. We have provided links below to different restaurants that offer franchises. Begin your research into becoming a part of the food industry here.

10. <https://www.restaurantlistings.com/UserLogin/>

11. <https://www.restaurantlistings.com/User/UserHome.aspx>

Please keep the following information current to achieve the best results with Restaurantlistings.com

12. <https://www.restaurantlistings.com/User/FavouriteMenu.aspx>

Welcome to Your Favorites Page! When viewing restaurant meals, you can select your favorite meals and save them to this page, making it easier for you to find healthy, delicious meals that meet your dietary needs. (Don’t see any meals here yet? Browse restaurants and then select a meal. It will show up here automatically!)

