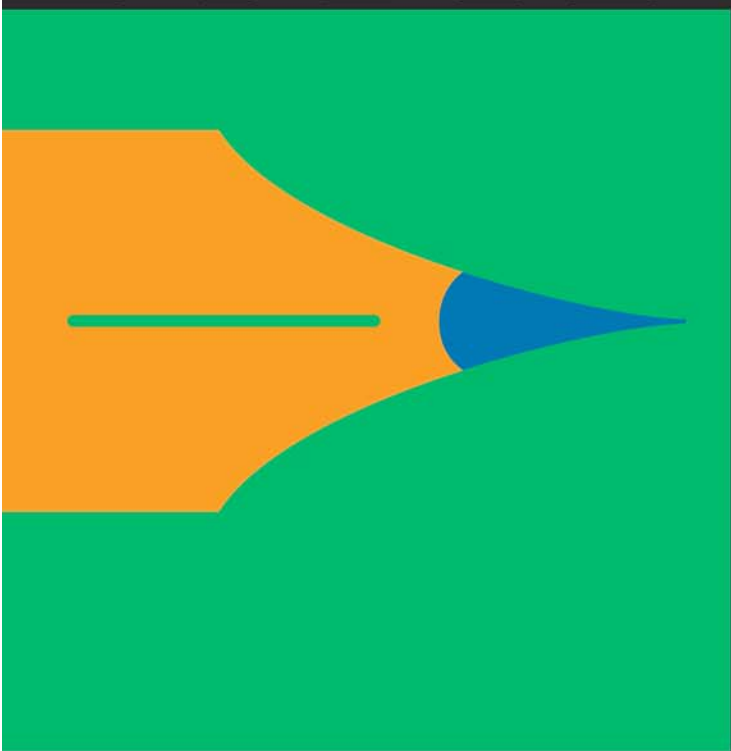


The Deluxe Well-Fed Tool Box



*120+ Pages of
Valuable Tools to
Dramatically
Simplify Your Life
as a Commercial
Freelancer*

P e t e r B o w e r m a n

www.wellfedwriter.com

The Deluxe Well-Fed Tool Box

Table of Contents

Expanded Cold-Calling Guide.....	5
Writer’s Resume Guidelines & Format	8
Customized Follow-up Snail Mail Letters (after meetings/prospecting)	9
Email Follow-up Notes to Phone Prospecting	16
Email to Friends Announcing New Business	19
The “Bid Letter” (text of simple “contract” adequate for 95% of jobs)	21
Sample Contract (for the other 5% requiring a bit more)	23
“Discovery Questionnaire” (to make you look brilliant to clients)	25
Phone Interview Advance Questionnaire	26
Video Scripting Formats	28
Writers’ Self-Check List (25 tips to fresher, more engaging, error-free writing) ...	30
<i>Word</i> Keyboard Shortcuts: The Basics	31
Writing/Marketing Resources (Appendix A from book, but all links are hot!)	33
Your Colleagues’ Web Sites (from Chapter Four, again, with all links hot)	43
Project Description Form	44
The Amazing Evolving Press Release (4 samples, from gruesome to good)	46
Background Release	53
The Super-Duper Press-Release Producer! (a cool, easy-to-use tool!)	54
Alternative Press Release Formats (powerful variations on the standard)	55

“Real-World Case Studies”	62
1) Sample Brochure (with “Marketing Questions”)	63
2) Crash Course: Tri-Fold Brochures	65
3) Multiple-Version Brochure Case Study	68

Reports

Report #1: Well-Fed Business Startup: The Fine Print about Business Structures, Taxes, Retirement and Insurance	72
--	----

Report #2: Well-Fed Do’s and Don’ts: 21+ Tips to Having a High-Profit, High-Satisfaction, Low-Stress FLCW Career	85
---	----

Report #3: “It’s Not the Economy, Stupid!”: Why the economy actually has little bearing on the success of your writing business... (really!)	96
---	----

Report #4: Write Better, Earn More: 10 Tips to improving your writing (and making more money as a commercial freelancer...)	101
--	-----

Report #5: Let Your Customer Sell You: Using Testimonials to Land More Business	110
---	-----

Report #6: Writing for the Web: a top-line primer for writing effective web copy By Andrea Harris (Guest Contributor)	112
---	-----

Report #7: 8 Tips for Case Studies that Compel and Sell By Casey Hibbard (Guest Contributor)	116
--	-----

Report #8: 12 Steps to Maximizing Your “Networking-Event ROI” By Mike Klassen (Guest Contributor)	119
---	-----

The “Sales” Stuff	125
--------------------------------	-----

Final Words	127
--------------------------	-----

NOTE: To cut and paste text from this PDF document and create your own Word files, click on the “Select Text” box on the Adobe Reader tool bar (version 6.0 and higher) and use your mouse to cut and copy text. To download the latest version of Adobe Reader, visit www.adobe.com or get the Foxit version at <http://www.foxitsoftware.com/pdf/reader/>.