

**have you ever seen a
breakthrough message
that changed the way
you thought about a company?**

**...that made you say,
“I wish that was ours.”**

**the pro's behind that advertising
had the easy part.**

**they produced the inspired
creative, developed the
bulletproof rationale,
and pitched the idea flawlessly.**

**the brave part was done
by the client. by the person
who said, “yes.”**

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