

Excerpts of Copy Written for Law Firm Moreton & Edrington's (M&E) Website:

Intro:

Internet hunting for a good, problem-busting lawyer? Relax and be happy. You've just clicked through to the right website -- Small powerhouse law firm Moreton & Edrington ("M&E") welcome you here with open arms. Stick around and find out why having us represent you would give you a singular advantage over the other side from the moment we open a case file with your name on it.

Home Page:

Small but mighty.

We're a David-sized law firm that beats larger Goliath firms with its winning, creative strategies. A deft use of technology is our secret weapon – it's what pushes us ahead in the courts and wins us cases, again and again, against expensive firms still plodding along in a relative Bronze Age where manual, paper-based systems still hold them back. Neanderthals.

We run out of fingers on our hands when we count the times we've whipped out our iPads and mobile phones in court and deployed our technological programs to find out a key piece of information that leaves the other side looking – and blinking – like duncy deer in headlights. These older, traditional firms with their thick paper files and teams of relatively slow-footed, unsynchronized paralegals are almost always left behind scratching their heads wondering how they got so blitzed.

That's why we can boast to you today an amazing record of success at trial and in the negotiation room. Our firm wins about three out of every five cases decided at trial. Over 82% of our cases are settled before or during a trial.

Because we're efficient technologists, our courtroom batting average would make Joe DiMaggio blush and is THE force that drives the engine of our small law firm's dynamic growth. It's what separates us from all the slower, paper-pushing Pleistocene Age lawyers out there.

At this rate, in some years, we should be headed to the Regional World Series of Court Rooms and Law Cases. So catch a ride with us while we're still on the young side... and affordable.

Landing Page:

If you need a lawyer to:

- Win you monthly child support
- Ensure a permanent break and separation from your spouse
- Untangle your financial difficulties
- Craft your last will and testament

Then you need one “with teeth” -- someone with a growl and the professional stance to fight for your case against other feisty Type-A lawyer or government personalities in the DC area.

You'll also need a lawyer to expertly cut through the red tape of the law for you. One with impressive smarts. Yes, Check. Legal ingenuity. Double Check. And mad, mad negotiation skills. Triple check!

(And we boast not just one lawyer like this. We're a whole team of law firm all-stars.)

And If Your Checklist Goes On...

Be Prepared to Fill It with a Lot of Little Red Checks and Happy Exclamation Points.

It All Just Adds Up -- Moreton & Edrington Can *Absolutely* Win It for You.

[Read more about us...](#)

Footer:

Welcome to M&E.

We are Confident, Strategic, Reasonably Priced, and Honest as the Day is Long.

Inside Page:

Bankruptcy

“**You’re bankrupt. You’re bankrupt...**” That sentence keeps ringing in your head and you just want to move on with your life and get past it already. But it's happening, you're sinking, and now you need a lawyer to help you navigate through the dire, choppy waters of Bankruptcy Law to a safe, safe shore where you can stop and breathe easier as your finances get better. (But first, stop hating yourself. That's the first real step out of the mess.) Because bankruptcy cuts up self-esteem and emotions, M&E provides a wonderful service outside the Law to make sure you never need another such filing. When we interview you and go through the paperwork, we'll refer you to the right money experts you need to give yourself a surer financial footing, in spite of the rough economic times. We'll give you a jumpstart on how to forge a stronger and eventually more profitable relationship with your money so that one day – soon – you may rise again as the financially stable person you deserve to become.

Family Law

There's Big Pain and then there's Family Law. Ah, yes, Family Law can have a sharp emotional and financial bite. Through the years, M&E has helped many families sort out the thorniest of issues in this arena: Prenuptial Agreements; Separation & Divorce; Child

Custody & Visitation; Adoptions; Paternity; Domestic Violence & Child Abuse. At M&E, no sugarcoating is allowed; These are all complex, emotionally-charged issues that require an expert touch and sensitivity that we here at M&E are fortunately 100% in tune with. As top-of-the-line professionals, we will expertly advise and guide you when you are feeling unbearably uncomfortable or lost with what you have to put into legal writing. At all times, we will be the lawyers to obtain your best interest, and represent you well – with our famous focus -- for excellent results.

Estate Planning

Rest easy knowing we are the right people to prepare a Grade-A Estate Plan for your loved ones. We'll hold your hand as we comfortably discuss the many options you have to drafting an unconventionally dynamic, financially fluid plan. Every clause we will work on together will be creatively crafted using the best and latest software technologies out there, so that you can walk out of our office with a smart, well-constructed Plan that paves the way for a solid financial future for your beloved friends and family. **A smart Estate Plan drafted by M&E isn't expensive -- for you and your family, it's Priceless.**

About Us Page:

A Law Firm that Pulls It All Together For You

M&E's Pinnacle Advantages Over Others:

- We're a boutique law firm with a personable approach. That is, we're serious, we're lawyerly and professional, but we also know when to say things with a smile, a dollop of humor and a tone that sets you at ease.
- M&E is a one-stop solution because anticipation is our watchword. As solid experts in family, estate and bankruptcy issues, we anticipate all the legal problems stemming from the one root problem a client thinks he or she has. We ask the right questions and dig deep to uncover the many smaller problems connected to the monster issue at hand. After evaluating the full breadth of issues, you'll get a classic, comprehensive solution – M&E style.
- Although we've worked over 300-400 cases, we're young and constantly underestimated by the traditionalists. You know the type. Lawyers with bigger practices, a daytime host of paralegals, paper files, paper files, and yes, more paper files. They may be bigger and older and technically more experienced, but their paper files show them for what they really are – lawyers who are out of touch with the newest way of doing things. (They can't even wrap their minds around the latest ways of doing things.) Whether its tapping into [Facebook](#) and social media for evidence, employing new web-based technologies like [MyCase](#) that do away with paper filing, or devising new strategies using [iPhone apps](#), they're out of it, and that's where we are always able to outplay them with our high-tech smarts.
- We have developed pointed strategies over time from our technological know-how, experience distilled from managing over 450 cases and a joint high-powered drive to always do the best we can for our clients. These strategies are what make us exceptional lawyers. And as exceptional lawyers, **our strategies will help us superlatively represent you like you've never been superlatively represented before.**

We invite you to visit our [Testimonials](#) page to read up on how our innovative solutions and strategies have directly helped our clients.

Copy Sample 2: Identity Brochure for Capuso Design (graphic design firm)

Objective: To drive home the strong selling points of working with the firm's founder and her firm while continually writing in tongue-in-cheek jabs at her Italian ancestry.

Front Cover Image: A small picture of a man from the 1930s.

Headline: Success in Business for You Kicks Off When You Turn the Page and Tip Your Hat Off to this Man.

First Inside Spread. You see the full picture of the man. He is standing on the deck of a huge ship. Body copy:

That's one happy, ecstatic Guido Capuso arriving in New York Harbor in June of 1936. This high-energy *paisano* from Italy left behind his parents and four siblings in Milano to strike it out on his own in this new city -- the vibrant little 'hood of Little Italy, to be exact. Wild, gutsy move. He eventually married, had four *bambinos* (who were a handful), and set up shop as a popular decor craftsman.

Guido -- the neighborhood patriarch with a colorful, spitfire personality -- was the one who built the business that became a second home for Gia -- the little girl who scampered about, sketching the dramatic, whimsical people of Little Italy and the energetic scenes there. (*Image of one of her sketches. A beautiful work.*) Artistic and creative from the start, Gia was well on her way to becoming founder Gia of Capuso Design when she met her future business partner Scott Jacobs at a conference in 1994. Well, okay. Capuso Design didn't actually begin right then, but that's when they met. Don't you just love stories like that? A connection, a friendship, some years, hard work and then *badabing badaboom* -- a new venture!

With Gia's keen sense of ambition (it's in her genes), it was no surprise when in 1997 -- after 16 years of soaking up (marinating in?) Printing and Design -- she opened Capuso Design to great success and fanfare. With a little help from her Little Italy friends and father... Let's put it this way: Papa Capuso would be happiest if you did business with his bambina. And you *should* want him to be happy. Capisce?

"How We Work" spread; headline/body copy:

Would Da Vinci have turned to his patron to ask him a bunch of stupid questions about how to paint the Last Supper? Nah, of course not. According to the history books, the whole time he was painting it, he was wearing a black T-shirt reading: "Italians Do It Right. Italians Do It Better. The First Time. Every Time."

This Italian is in that camp. OK, not genius supremo like the Renaissance man himself but we can safely bet their performance reviews were *molto* similar. A thumbs up and something along the line of: "Works well without supervision!" Imagine that. Being able to assign a big, important project to Capuso Design, walk away, *fuhgeddin'aboudit* until timely presented with High Quality Italian Made work that will make your jaw drop. After all, her old-country Milano people are the people of Dolce & Gabbana, Versace, Valentino, etc.

Well, we'll boldly say this: Gia and her brainchild of a business is a fruit off the same creative tree. (Check out Capuso Design's [portfolio of clients](#) to see what we mean). That's right. We meet with you, absorb the project directive and be back in the studio, working hard and away while you get back to business, relaxed and well-in-tune-with-the-fact that, hey, you didn't go wrong when you picked Capuso Design. We won't bug you with silly questions (that we should have asked before), add concern to your plate and spoil your day.

Speaking of plates, when we do go out to eat for business, we'll invite you to Gia's favorite places and offer you the best samples of yummy Italian food-making. A nice plate of ziti and mussels with tomato sauce (here's a secret: stir in five tablespoons of sweet white wine and a splash of Balsamic vinegar) is a classic favorite but we can't promise you a worthwhile rendering of *O Sole Mio* while you feast on this piquant dish. Want some Pinot Grigio with that?

Bottom-line, we'll keep you happy.

Gallery spread; headline/body copy:

Whaddya Doin'?

Cracking a friendly knuckle, “friends” Rocco and Luigi suggest you do something productive and take a peek at the [portfolio](#) of Gia and her talented *colleghi* at Capuso Design. Packed with fine work, the sheer spectrum of what they can do should knock your socks off, mafia-style. (Just know it: you're laughing.)

Final Call-to-action Spread; headlines/body copy:

Seriously – Clichés Aside -- We Know People (Who Know People)

This is the *real* family behind Capuso Design: our extended professional team of photographers, copywriters, web designers, illustrators and marketing pros, can prepare the whole cannelloni from start to finish – from first meeting to final product -- in good time.

Call us. Talk to us. Once you do, your business will be going places.

In the End...

When it comes to your company's creative strategy and market positioning, we've got your back. Today's dog-eat-dog business environment means the biggest bucks only go to those with the best creative teams. In this regard, our 16 years in the top tier of creative business qualifies us big time. With us, you'll get a presence – an outfit of real caliber. (Rocco and Luigi agree.) Call us and find out why *our* clients wouldn't dream of going somewhere else when they've been commanding so much respect from their own clients as a result of our work. More to the point? OK, we'll tell you – we're *magnifico*. But something else, too – very, very “friendly” and humble.

Call us... you know you want to!

Capuso Design: **Street Smart. Design Savvy. Dedicated to One Dream. Yours.**

Copy Sample 3: Marketing Brochure: Fundraising Copy for The Spirited Dance Arts (an inner city dance troupe)

Headline/Subhead:

Get Your Spirit in Shape!

**Engage. Inspire. Feel Good about Yourself When You Invest in the Arts.
You'll Invite Change and Be the Cause for Brighter Lives!**

Inside Left Panel Headline:

“...the obstacles facing inner city youth...”

Body Copy:

Every city in America has them. The scary places. Scary even for the adults, Boston's inner city can be especially tough for sensitive kids. Think about it. On top of their age-appropriate problems of playground politics, monsters under the bed, and the bad kid who lives around the block, they also have to contend with basic issues of safety, security and enough food on the table. No child in the world should have to live like that. In our city alone, every day there are thousands of children trying to survive and scrape together a childhood in areas that are openly hostile to their personal growth and development.

So where can they go to find a comfortable space that will nurture and develop their creativity, and pick up the skills, the workplace values and discipline needed to succeed in school and beyond?

Here's an answer: the Spirited Dance Arts. Providing a steady beacon light for inner city youths to turn to since 1989, SDA has been using the art of dance to teach the values of self-respect, esteem, accountability and discipline to kids who need positive role models and something to look forward to and embrace in their lives. These kids need to exercise their Spirits! While at the same time, be challenged enough through the SDA program to progressively dream bigger, work harder and introduce their bodies to a new expression of creativity. The SDA program has helped hundreds of Boston's young people find themselves and beat the fate of others who've succumbed to the dark of night.

In 1989, while participating on a summer mission project in one of Boston's public housing facilities, Donna Larsh and Lisa Mannfeld discovered how dance could inspire and uplift at-risk children from their dire situations at home, school and elsewhere. Having studied Dance together at Boston University and the American Dance Festival at New York University, they founded The Spirited Dance Arts that autumn to great success. Seven years later, SDA received its 501©(3) non-profit status and became incorporated as Indepen-Dance, Inc. The dance institute operates dance-based programs for young people in Boston's inner-city shelters, schools, public housing projects and community centers.

PROGRAMS

The young person facing the challenge of attending SDA's sequential and evolutionary programs will be physically and mentally tested. Progressively, s/he will find that his or her

work will pay off hugely: the kid's self-esteem soars as the teaching of the art form instills values that lead to higher success and a much brighter life. At the same time, instructors make it a point to reinforce the school curriculum to the student so that he or she can transfer these values to the classroom.

You're welcome to stop by and witness this absorption of tremendous values in our fun, high-energy dance rooms where our motion form creativity zings and crackles – like electricity jumping through the air! Our high-impact performances take place in community centers, shelters, elementary schools, PTA meetings, churches, summer camps and convalescent homes. Everywhere we go, SDA drives home to children and their parents the message of possibility and a happier life.

Tag line (for end of first inside spread):

Join us. Support us. Feel the Dance in Your Heart.

Second Spread - Left Panel

- STEPPING UP

Ages: 3-14

Venues: Community centers, shelters and “The Beam” (SDA theater)

Our Stepping Up program uses core dance techniques to impart fundamental values such as respect and accountability through a true-and-tried curriculum that is customized by teachers per individual students. Students learn to identify role models, constructively channel their emotions, and work with their peers. The Stepping Up program currently operates in 6 sites including community centers and shelters serving 135 children.

- THE JUNIOR COMPANY

Ages: 9-13

Venues: Elementary schools, PTA meetings, amusement parks, community centers

Proven dance students from the Stepping Up program and the larger community make up the Junior Company – the youngest eclectic group to get into formal dance training and regular performance opportunities. By signing “employment contracts,” which are co-signed by their monitoring parents, students describe goals and expectations while applying the values of discipline and accountability.

- THE APPRENTICE COMPANY

Ages: 13-20

Venues: Schools, churches, summer camps, convalescent homes, extensive summer tour

The Apprentice Company is based and patterned after a professional work environment. It's an intensive training program using the discipline of dance to teach problem solving and critical thinking. Like the Junior Company, AC members are hired as “employees,” and sign student-and-teacher drafted contracts. By achieving their objectives, students earn SDA dollars, redeemable for dance wear and small gifts. Ultimately, students practice to earn a spot on the national summer dance tour.