

Cody Kimmel



# STORYWRIGHT

Copywriting Portfolio

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# Copywriting Services

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Blogs, Articles, and Op-eds  
Web Copy  
Website Wireframes  
Social Media Copy  
Nurturing/Sales Emails  
Lead Generators  
Internal Guiding Documents  
Ghostwriting



*Op-ed written for HighGround, a political and public policy firm in Phoenix, AZ, published in the Arizona Republic on April 10, 2020.*

**For America to be great, it also must be good.**

In the last few weeks, I've been thinking about something Alexis De Tocqueville wrote in his classic *Democracy in America*.

"America is great because she is good, and if America ever ceases to be good, she will cease to be great."

I've been thinking about this because, right now, we need America to be great. We need to rise to one of the toughest challenges this country has faced and prevail as capable, strong, and free. This is a moment that demands American greatness.

But for that to happen, we need to ask ourselves a more fundamental question. Is America still good? One of de Tocqueville's primary observations as he travelled through America was that democracy will only work if there is a commitment by both leaders and constituents to be moral.

I have been in politics a long time and, without going into detail, have seen some ugly stuff. I have seen what power, or the desire for power, can do to people. I have seen the corrupting influence of money and privilege in our system. I have seen, as they say, how the sausage is made, and it ain't pretty.

Over the last ten years, I've seen politics devolve even further. Because of hyper-partisanship, dark money influence, the 24-hour nature of the mainstream media, and the information overload of social media, our country's morality has been tested, and, quite frankly, come up wanting.

To see the full article: <https://www.azcentral.com/story/opinion/op-ed/2020/04/10/fighting-coronavirus-requires-america-not-only-great-but-good/5122106002/>

# Sample Lead Generating PDF

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## *5 Free Ways Good Writing Can Grow Your Business*

I get it. You have a new website. You paid an arm and a leg for an amazing video about your company. Your Instagram looks beautiful and your business is something everybody needs.

But...it's not working. All of that money. All of those perfectly staged product pics. The clean website. The promo video that could be submitted to film festivals. It's not working.

I have a suggestion.

Words. Better words.

When it comes down to it, people do things because words tell them to do so. The wrong words telling the wrong story will only hurt your business.

It doesn't matter how good everything looks if the words don't move customers to engage with your products. (This doesn't mean you shouldn't have a clean website, great video, and killer social media, by the way).

Words tell stories and stories grow companies. And words are easy to change.

So here are 5 free ways good writing can help grow your business.

### **1. Use active language**

Readers are lazy. They don't want to read what you are writing and will find any excuse they can to not read your words.

Unless you take them somewhere. When you use active language, your customer stops reading and starts moving. They will forget the words on the page and instead imagine what it will feel like when they finally get to where you are taking them.

Here's an example:

Consider a Donation – *Passive language*

Donate – *Active language*

And here's another example:

If you think you might be interested in our services, feel free to reach out some time to chat. –*passive language (and clunky)*

Schedule a consultation now – *Active language*

Not only does active language involve action words (buy now, schedule a consultation, take a tour), but it is direct. Active language decreases the friction between your customer and the desired outcome.

This means your customers are more likely to do what you want them to do.

## 2. Remove Adverbs

Adverbs are the appendix of the English language. At best, they are useless. At worst, they can kill you (or at least your sentence).

If you are using active and direct language, you should never need to use adverbs to get your point across. Adverbs modify verbs, but if you are using the right verbs, your verb doesn't need to be modified.

Here's an example:

This widget will wildly change the way you effervescently engage with your Instagram audience [while quietly sitting at your exorbitantly expensive desk in your mildly inappropriate jammie bottoms.] - *Bad writing*

This widget will change the way you engage with your Instagram audience. -*Good writing*

If words tell stories and stories grow companies, you need to care about which words you use. And in the writing world, adverbs are almost always “bad” words.

The difference between a potential customer and an actual customer often comes down to whether or not a customer finishes the sentence. Every adverb you use makes a customer less likely to read it.

*To view the document: <https://storywright.co/blog/5-ways-good-writing-grows-business>*

# Website Wireframing Sample

**SPECTACLE**      About | Services | Experience      [Schedule a Call](#)

If you can dream it, we can build it

The Premier Production Company for  
Live Experiential Marketing

[Schedule a Call](#)




Stand out	Get Attention	Engage Customers
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Welcome to the future of  
marketing

- Live Experience Marketing
- Creates higher brand interactions
  - Develops your brand's tribe
  - Allows brands to connect directly with potential customers
  - Helps brands stand out in an over-saturated market

[Schedule a Call](#)

We design, build, and install live brand  
experience pieces.

 Brand Gamification	 Robotics and Animatronics	 Custom Automotive
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# Sample Web Copy

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## *Page Copy for Grace Based Parenting*

We get it. Parents want what's best for their kids.

We get it, because we're parents too. We want our kids to grow up happy and ready for life.

We all want our families to be happy and connected. So, of course, we do everything we can to do what's best for our kids and create a happy, connected home.

But our plan often backfires.

Parenting is hard! And for many of us, the very things we do to improve our families (good schools, sports, great neighborhoods, amazing vacations, great jobs), end up working against us.

With over thirty years working with parents just like you, we've identified one of the driving problems with how we approach parenting.

We are working with the wrong plan. At Grace Based Families, we call this "the Success myth."

Simply put, the "success myth" tells parents that if we do everything we can to be successful and raise successful kids, we will be happy, connected, and ready to engage the world.

What we need is a new plan!

And this is where we can help you. We'd love to come along side you and help you develop a new plan, a better blueprint, for raising your kids and relating as a family.

We call this "The Grace-Based Blueprint." And if you implement this in your family, you will raise kids whose inner needs are met, are given the freedom to thrive, the character to grow, and the trajectory to launch into a future of true greatness.

If you are ready to take the first step, watch our grace-based blueprint video.

We also have a number of resources for parents in the form of books, small groups studies, and conferences.

It's time for your family to be happy, connected, and filled with rest. Take the first step and see how the power of grace can set your family free.

# Sample Social Media Copy

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When you love what you do, work isn't work. It's adventure, discovery, and life.

Spectacle's shop, The Armory, isn't a place of work so much as it is a place for artists, inventors, and dreamers to work together and make magic. For all the fidgetters and students who would rather take apart their calculator than use it to do homework, welcome to the world of #makers.

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So do we get extra vitamin C if we make a giant carrot?

The key to #experientialmarketing is standing out. In a world of noise, attention is the primary currency. We love helping companies stand out in the middle of the noise.

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How do you get someone's attention on the Las Vegas strip? Put a car in a vending machine and make it an interactive game.

Working with @carvana to help build the things they dream up is just one of the reasons we love what we do.

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One of our lead fabricators and resident wizards @michaelbortfeld hanging out with the @wastemanagement #greengopher in the shop.

Makers like Michael take something as simple as a solution to scare birds away from an install and turn it into a robotic, remote controlled gopher that becomes part of the @wmphoenixopen culture.

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Did we mention that we build and install the incredible pieces (and build the mechanisms necessary for the install) that helps brands stand out?

Well, that's what we do. We design, build, and activate the spectacle that makes brands stand out. What ideas do you have to engage with potential customers? Chances are, we can build it.

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No, this is not a picture from a galaxy far far away.

Spectacle was commissioned to build #themonalisa for the @burningman festival. Working to turn cars into spectacles is one of our specialties. We are the premier shop for custom automotive brand experience, whether that's a brand wrapped bus, or a flame spitting, LED, out of this world tank.



# Sample Nurturing Email

**From:** Kutsko Consulting [healthyteams@kutskoconsulting.com](mailto:healthyteams@kutskoconsulting.com)  
**Subject:** Is stress really that bad?  
**Date:** January 19, 2020 at 11:04 AM  
**To:** [cody@storywright.co](mailto:cody@storywright.co)

KC

Hi Cody,

Yes. Stress is really that bad for you.

Stress-related ailments cost the nation \$300 billion every year in medical bills and lost productivity.

But more importantly, stress is affecting your personal health and the health of your team in ways that you may not realize. And there is no way of knowing how deeply stress is affecting you and your organization without taking the time to identify the symptoms.

## Identifying Signs of Stress at work:

Stress manifests itself in different ways for different individuals. For some, it takes the form of a physical toll, while for others, it may cause memory loss or distraction. The four main signs of stress are:

1. Physical: Low energy, aches and pains, frequent illness
2. Emotional: Irritability, feeling overwhelmed, moodiness
3. Cognitive: Inability to concentrate, memory problems, poor judgment
4. Behavioral: Eating or sleeping issues, procrastination, nervous habits

## How we can help you:

We start by diagnosing the specific cause(s) and points of stress within an organization through an anonymous organizational stress assessment.

After everyone within a work group or organization completes the Stress Quotient® assessment, we examine the results as a group. During this examination, themes emerge and help us distinguish if and in what areas an organization is experiencing detrimental, even toxic, stress.

It is only when you understand how much stress you're dealing with can you begin to create a healthy, more productive work environment.

We want to help leaders grow effective teams by helping them grow healthy teams. [Schedule a consultation today](#) to see how much stress is holding your organization back.

# Sample Sales Email

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**SETTING  
FAMILIES FREE**  
WITH THE POWER OF GRACE



The old saying, “It takes a village to raise a family” turns out to be true.

When the stress of parenting overwhelms you, the pain that comes with a crumbling marriage discourages you, the growing tension that separates kids from their grandparents frustrates you, a community of is essential to survival.

At Family Matters, we know how important and difficult it is to develop meaningful community.

This is why we created the Small Group Video Studies. By going through our small group curriculum, not only are you being equipped to set your family free, but you are building life-long relationships that will you do family better.

To help you get started, [use this code \*\*GRACE20VS\*\* to get 20%](#) any of our video studies.

Also, since we want you to build that village, (and because we’re feeling generous) feel free to share [this 15% off code \*\*VILLAGE15\*\*](#) for any book with any of your friends.

Don’t do family alone!

Here with you,

Family Matters

# Sample Internal Document

## GO WHERE THE HUNT TAKES YOU

Matazal Outdoor Solutions

### YOU ARE THE APEX PREDATOR

Hunting is more than just the hunt. It's the wild. The dirt on the bottom of your boots. The pre-dawn hike. The weight of the gun in your hand. Your heartbeat spiking as you line up the shot and exhale.

It's about the freedom of subduing your domain and standing at the edge of a cliff, the bottom of a canyon, the side of a mountain and declaring, "This is Mine!"

The predator goes where there is prey. And nothing should keep a predator from the hunt.

Matazal believes that your gear should never hold you back from where the hunt takes you. We are committed to designing, developing, and manufacturing high quality, affordable gear made for hunters by hunters.

You need to be nimble and efficient in what you pack. You need to save your energy for the chase.

With our first product, The Apex Trekpod, we have built a tripod with removable trekking poles. With our patented modular pan-head capable of holding a scope, binoculars, and gun all at the same time, you will be able to trek any terrain and go from scope to shot in under 30 seconds.

Made from either graphite or carbon fiber, the Apex Trekpod is both light and durable. And with a price of \$495 and \$745, every hunter can own one.

You are the apex predator and nothing should keep you from your prey.

Stop settling for gear that holds you back. Go wherever the hunt takes you with Matazal.

### OUR MOTTO

We develop outdoor solutions that empower hunters to go wherever the hunt takes them.



### OUR VALUES

1. We respect the hunter
2. We respect the hunt
3. We respect the hunted



Let's write your story  
together.

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