

## It's your livelihood ...

and when it comes to promoting your work to the public, only the best will do.

## Carefully crafted copy ...

is my specialty. I am versatile in a wide range of industries, with an expertise in writing for the religious, financial, consumer-product and healthcare fields.

## Of foremost importance ...

no matter your product or service, I will listen to your concerns, provide excellent composition, and work together with you to capture your target market — all with your advertising budget in mind.

## Let's talk.

As President of Darcey & Darcey... I have closely studied the abilities and the work ethic of many creative people. Only one stands out head and shoulders above the rest: Catherine Groves.

I unashamedly took advantage of her talents, which extended from writing 15-page proposals in perfect prose to composing drop-dead headlines over "emergency" print ad copy in 15 minutes or less. And you should see her websites!

There was neither a writing assignment Catherine could not handle nor a proofreading task she did not render flawless. But as her next employer, you'll have the pleasure of learning that for yourself.

*Patricia Darcey, President (retired)  
Darcey & Darcey Advertising & Marketing*

As always, it is such a privilege to have my work edited by you. Your attention to detail conveys such care for the work of writing in general, mine included. Thinking over how much I write these days, I found myself wishing I had an editor like you all the time. You really finesse what I'm trying to do.

*Nemour M. Landaiche, Ph.D.  
Independent Consultant*

Damn, you're good!

*Father John W. Groff, Jr.  
Episcopal Priest and Author*

- ✍ Committed to excellent service & quality
- ✍ Effective marketing advice
- ✍ Advertising, direct mail & collateral copy
- ✍ Promotional articles
- ✍ Creative essays
- ✍ Press releases
- ✍ Newsletter editing & proofing
- ✍ Sales letters & business correspondence
- ✍ Radio and video clips
- ✍ Website composition
- ✍ Unparalleled proofreading precision

### Catherine Groves

*Freelance Writer, Copywriter & Editor*

116 Washington Street

Lodi, New Jersey 07644

info@excellent-copywriter.com

www.excellent-copywriter.com

*Former Senior Copywriter, Darcey & Darcey Advertising & Marketing  
Well-published author • Editor of niche periodical for twenty years*