



slogan
WORDS

promotion
WEB COPY

Branding

COPYWRITER

journalism
blog

communication
RESEARCHER

press
release

ad

CREATIVITY

SUSIE AUGUSTIN

SUSIE AUGUSTIN

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ART & BLOG WEBSITE _____ www.SusieAugustin.com
INSTA WRITING _____ @SusieAugustinWriter
INSTA ART _____ @SusieAugustin



MARKETING COPYWRITER
BRAND DEVELOPMENT
VISUAL ARTIST

SUSIE AUGUSTIN

Welcome to my Writing Portfolio!

I’ve always had a lifelong love for words and creativity, from reading to writing to painting. My career for over a decade is marketing copywriting specializing in brand development, along with dabbling with writing books and self-publishing on the side. And the decade before that was sales and education in the beauty industry.

Most of the projects I work on are product launches or rebrands, and I typically write the original branded copy from packaging to brochures to sales sheets to websites. Creative branded copy with an informative slant. I’m available for freelance writing, projects and remote work.

I’m excited to now combine art and paintings with my writing career, providing additional offerings for my clients. I love the combination of images and words. I can create original art for advertising and marketing collaterals, brand art and product illustrations. I’m also having fun creating my blog and interviewing local businesses. All of this gives me the freedom to work with more of a variety of brands and projects, allowing me to have a fabulous freelance writing career. I look forward to writing and creating something unique for your brand!

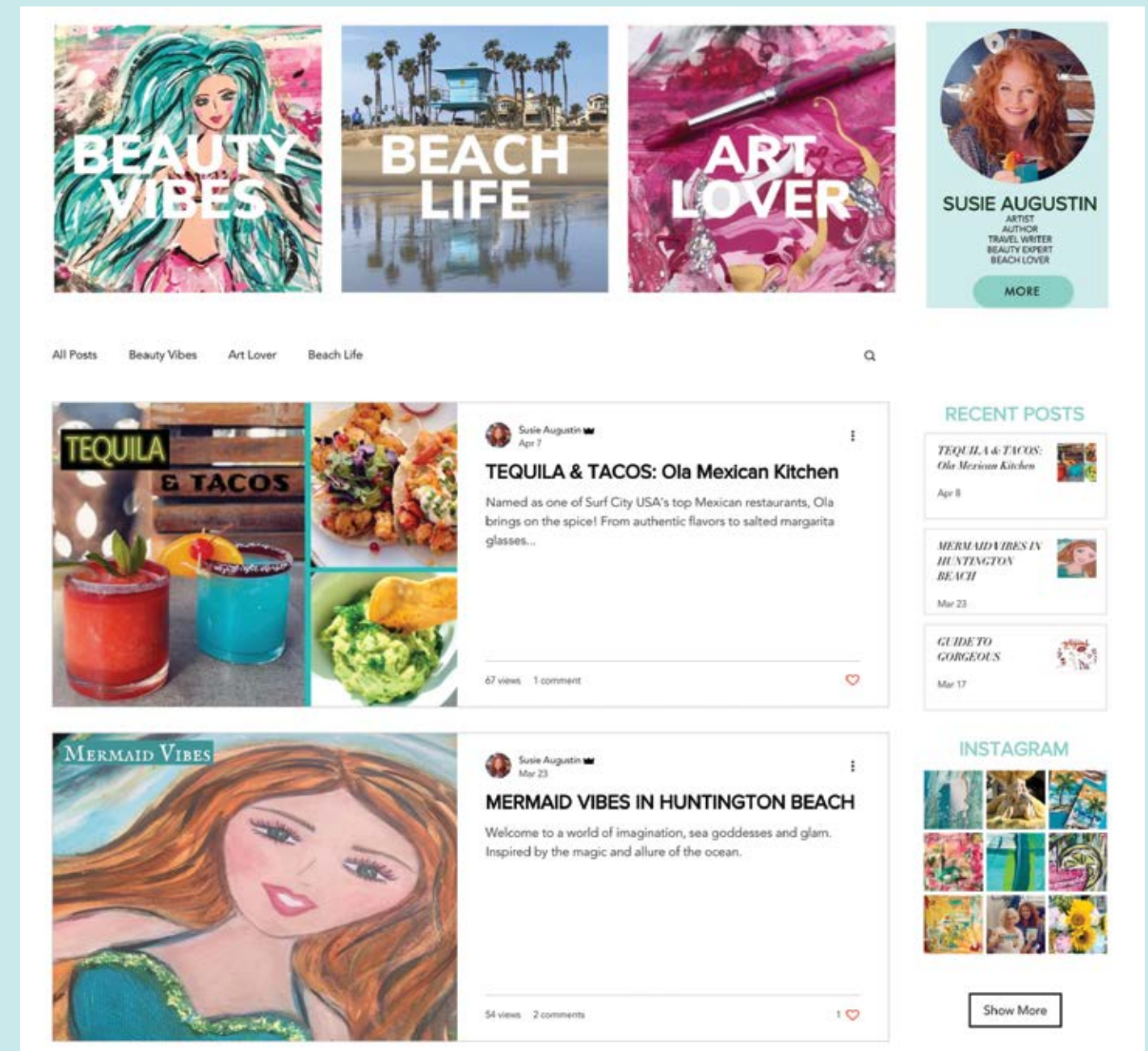
BLOG

Blogging to Connect With Your Clients

Creating a blog will help you have conversations with your customers. You can get on a more personal level with them. Too busy to create new content? Repurpose existing content using a friendly tone. Once you get the hang of it, you'll be inspired to create new content – then repurpose these new blogs into social media posts. See how this works? Eblast out your latest and get in front of existing and new customers... create that relationship.

As for me, this year I've done a rebrand and am communicating this with my blog, art, new websites, and by living a creative life. Offering freelance services to allow myself work/life balance. I'm interested in local travel writing, so I'm visiting and interviewing local businesses, people with great brands and messages. I've developed countless brand voices, personalities and messages with my copywriting services.

And now, my blog represents my own personal brand, style and voice. Check it out to experience how I combine storytelling with creative brand writing... and let me know if you'd like me to write your next blog.



ART

Express Your Brand Voice and Identity With Original Art

I'm a Visual Artist who combines words and images on canvas and wood, using acrylic paint and textures. I create custom art for clients, accepting commission work for companies and individuals.

Creating original art for:

- Advertising and marketing collaterals
- Brand art and product painting
- Murals and wall art for your business
- Event painting

Visit my Art Website to see a gallery of my paintings.



COPYWRITING & BRANDING

Make Your Brand Come to Life

All brands start with a dream and vision for products and services you want to develop for your business. Let me put your vision into words by defining your brand voice, personality and message, bringing your dream to life! Brand stories will help establish your brand identity and improve the communication of your brand message. Make a statement with personal touches to your story, adding something truly unique to your brand awareness. We'll strengthen your brand message by bringing together visual and verbal, collaborating with your designers to creatively combine design and copywriting.

Hiring a copywriter who specializes in brand development will take the stress and pressure off the marketing team, allowing them to concentrate on trend research for new product development, marketing plans, brand vision and strategies, growth and expansion.

product names • shade names • product descriptions
packaging • packaging inserts • display bullnose headlines • taglines • ingredient story • brand story
how-to-use instructions • shelf talkers • pop displays
presentations • brochures • sales sheets • flyers
catalogues • product guide • training manual • ads
postcards • advertorials • press releases • articles
websites • landing page • social media • video script
e-blasts • blogs

BRANDS



BROCHURE



PACKAGING COPY
HOW TO USE
HEADLINES
CATSHEETS
BROCHURE
BRAND STORY
INGREDIENT STORY
WEBSITE



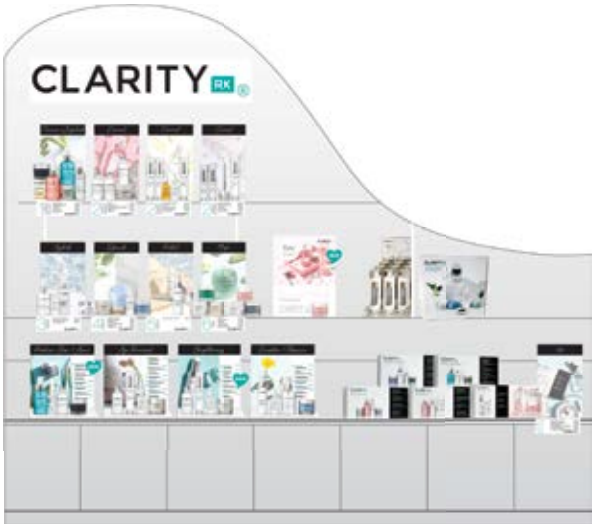
BROCHURE



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BRAND REFRESH

PROJECT MANAGEMENT
CREATIVE COLLABORATION
EDITING & PROOFREADING
MULTI-LINGUAL PACKAGING
WALL DISPLAY



PRODUCT LAUNCH

PACKAGING COPY
HOW TO USE
WEBSITE
AMAZON COPY



- KIT INCLUDES:**
- Bellasonic Wand
 - 4 Interchangeable Discs
 - USB Cable And Charger
 - Storage Cradle
 - Instruction Booklet

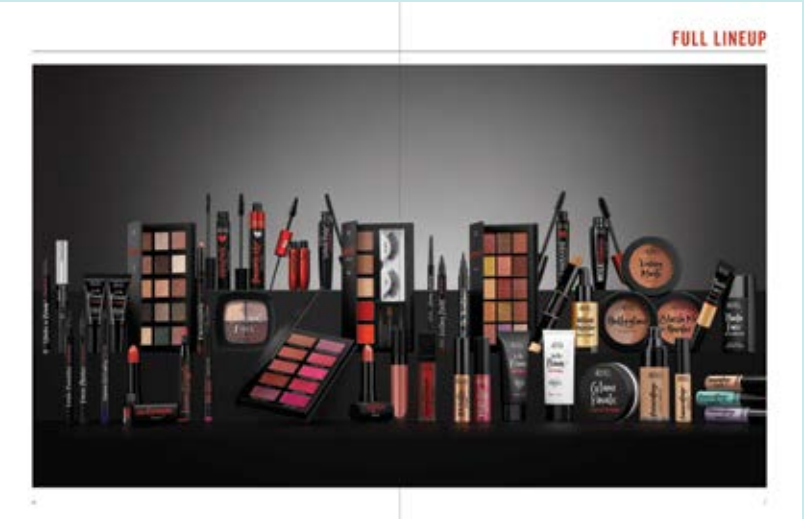


BRAND DEVELOPMENT

- PROJECT MANAGEMENT
- CREATIVE DIRECTION
- PACKAGING COPY
- PRODUCT & SHADE NAMES
- HOW TO USE
- BRAND STORY
- CATALOG
- PRODUCT GUIDE
- STYLE GUIDE
- PRESENTATIONS
- DISPLAY BULLNOSES
- PR MEDIA EVENTS



PRODUCT GUIDE



BEAUTY REDEFINED.

Ardeell is the leading lash innovator in the beauty industry, continually creating new lash styles and collections for almost 50 years! We've experienced the evolution of cosmetics and beauty trends over the decades. Our lash styles are timeless and iconic, always giving you the experience of an instant dramatic effect. Lashes make you look smoldering and sexy, completing your beauty look by letting you express your individuality and exude confidence.

ALL OF THIS POWER... FROM ONE LITTLE LASH?

Ardeell sets the bar high, and our fan base doesn't just believe in the brand, they live it. Lashes are part of their daily routine. Loyal Ardeell lash users have been craving even more. We've provided the lashes you love, and we now offer you a complete cosmetic lineup. Ardeell's professional makeup artist team researched the latest innovations and trends across the globe, to give you what you desire. The hottest trend in beauty is multi-tasking makeup, from long-lasting formulas with one coat coverage, to highly pigmented, textured finishes and faux lashes.

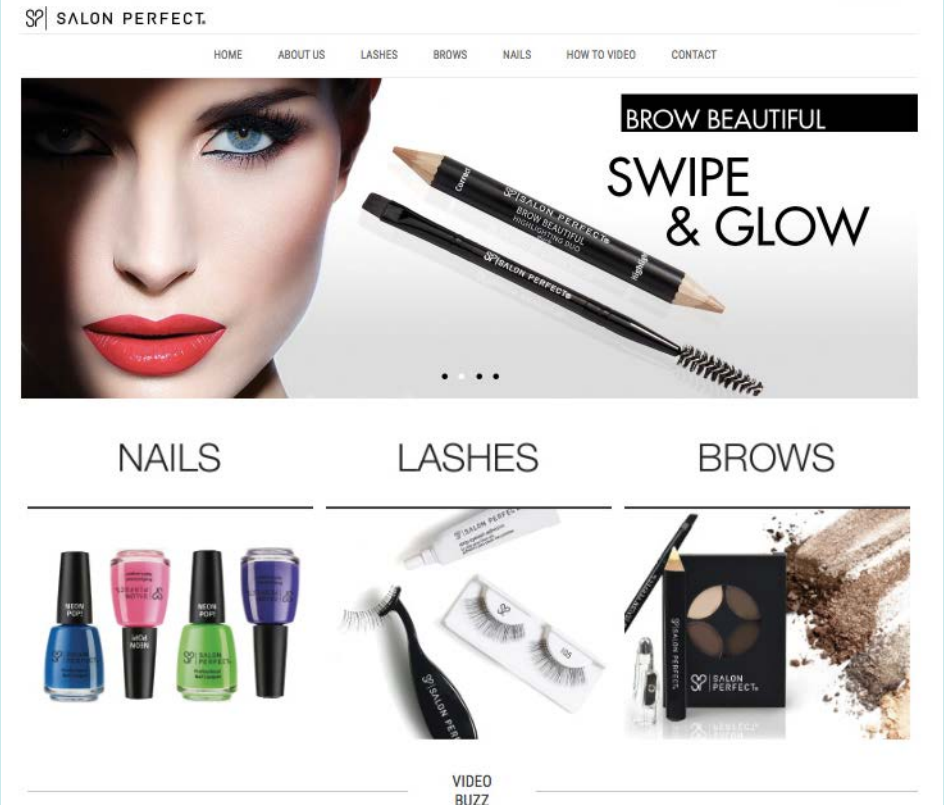
Ardeell Beauty will take your look from day to night, giving you insta glam! From full pouty lips to sultry smoky eyes, naturally beautiful brows to fluttering lashes, chiseled cheekbones to a flawless face, the range of textures and shades will instantly make you look and feel fabulous. With Ardeell Beauty... YOU will light up the room!

obsessed WITH BEAUTY



REBRAND/WEBSITE

PROJECT MANAGEMENT
PRODUCT NAMES
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DISPLAYS



BRANDING/PR



Celebrating Beauty at Blowtini Blow Out Bar's Grand Opening

Sep 12, 2014 **Blowtini News, Latest**
blowtini blow out bar & lash lounge, grand opening, press release

Orange County's Newest and Hottest Blow Out Bar – Transform Your Look Today!

Blowtini Red Carpet
PRL og – Sep. 12, 2014 – ORANGE COUNTY, Calif. — Orange, CA – September 12, 2014 — Blowtini Blow Out Bar and Lash Lounge is celebrating their Grand Opening on Tuesday September 16, 2014. They offer the pink carpet treatment, refreshments, and affordable blow outs. Transform yourself and look stunning in under an hour for only \$40 at 7530 E. Chapman Avenue, Orange, CA 92869 in the Orange Canyon Plaza. The official ribbon cutting ceremony will be held at Blowtini's Private Launch Party on Saturday, September 13, 2014.

Ladies this is the place you have been waiting for! Blowtini Blow Out Bar and Lash Lounge is a fun-loving salon where you will be beautified, pampered, make new friends, laugh, and recharge in a positive atmosphere – you deserve it! The ideal spot for bachelorette and wedding parties, prom prep, girls night out, or for your weekly blow out. Everything a girl could ask for including shampoo, blow dry, straight, curls or waves, full makeup and lashes. Look and feel beautiful every day! Call and book your book your Homecoming appointment today for hair, makeup and lashes.

Founders Amy Stahovich and Danielle Augustin wanted to create a place that empowers women to look their most beautiful and feel their most confident. A fun place with an upbeat atmosphere full of love and positive energy, where you can celebrate accomplishments and life's milestones. They offer affordable blow outs and invite you to come in to get pampered, relax, recharge, and get ready for the week ahead. Blowtini Blow Out Bar carries it's own signature line of hair products to ensure healthy, beautiful hair.

Amy Stahovich, a hair stylist for 20 years, is the face of Blowtini Blow Out Bar and Lash Lounge, and you will often see her greeting, smiling, hugging and pampering guests with her loving energy. She's passionate about helping other women feel confident through their inner and outer beauty. Danielle Augustin is an attorney and the behind-the-scenes Creative Director. She inspires women all across the country to pursue their dreams and never give up. "Ideas drive by a burning desire coupled with unstoppable action will always lead to success."

Visit www.BlowtiniDryBar.com to make your appointments online
Contact Blowtini Blow Out Bar at (714) 633-1456 or email at info@blowtindrybar.com

BRANDING
WEBSITE
POSTCARDS
HEADLINES
SOCIAL MEDIA
PRESS RELEASE
BLOGS

PROJECT MANAGEMENT
PRODUCT DEVELOPMENT
PRODUCT NAMES
PACKAGING COPY
PRODUCT GUIDE
HOW TO USE
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[WHERE TO BUY](#)

Coconut Water Replenishing Lotion

Replenish moisture with
the hydrating power of
coconut water

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[→](#)

SUNLESS TANNING

WHAT'S NEW

LATEST COLLECTION

body drench
QUICKTAN™

Quick Tan Collection
Want a summer tan all year round? Look no further. Quick Tan is your solution to a sun-kissed glow. From sprays, mousse and lotions, you have different options to get a beautiful even tan.
[View Collection](#)

body drench.
Coconut Water
Replenishing Lotion

Coconut Water Replenishing Lotion
Drench yourself in the hydrating power of coconut water for radiant, smooth skin from head to toe. The fast absorbing formula offers rich hydration with a lightweight feel.
[View Product](#)

body drench.
Coconut Water
BODYCARE

Coconut Water Body Care
Your body deserves the fresh, pure hydration of coconut water. Discover a refreshing way to moisturize with our latest collection.
[View Collection](#)

body
drench

HOME

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QUICK TAN GUIDE

PRESS

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f

SKIN CARE

BODY CARE

LIP CARE

SUNLESS TANNING

INDOOR TANNING

WHAT'S NEW

WHERE TO BUY

Expert Advice

BODY CARE TIPS


• For healthier skin, exfoliate your body and hands once a week to remove dead skin cells; moisturizer will penetrate better and will improve skin's appearance.

• Lock in moisture right after shower or bath while skin is still moist by applying body lotion, crème or oil to your skin.

• In the winter months moisturize skin daily; cold weather pulls moisture out of skin, causing dry skin and rough cracked hands.

• In the summer months moisturize skin daily; will make your tan last longer and gives your skin a healthy-looking glow.

• To extend the life of your tan, use Body Drench body lotions every day.





Instant Tanners

Get all the glow of summer tan with Quick Tan's instant tanners. Choose between a cream, the perfect for a smooth, hydrated glow.

- Concealing for an instant, natural-looking tan
- Perfect for a natural look in every place where you desire



Gradual Tanners

Get your summer glow all day long with Quick Tan's tanning lotion solution for a smooth, lasting tan.

- Contains DHA and Erythrulose for a gradual tan
- Quick tan perfectly develops throughout body



Instant Tanning Mousse Medium Dark

- First lightweight mousse formula and other options for an even application
- **4.9 oz / 140ml (200g)**

Instant Tanning Lotion Medium Dark

- Allow for even application of long-lasting water-soluble spray-on tanning
- **8.9 oz / 250ml (250g)**

Instant Tanning Spray Medium Dark

- Professional tanning in a bottle with new 360° nozzle for easy application for hands-toe spray
- **8 oz / 228ml (228g)**
- **8 oz / 228ml (228g)**
- **8 oz / 228ml (228g)**
- **8 oz / 228ml (228g)**



Gradual Tanning Lotion Medium

- Gradual tanner increases your glow and can be used as a body moisturizer to retain your skin's soft color with every application
- **8.9 oz / 250ml (250g)**

Gradual Tanning Lotion Dark

- Tans better than regular tans. Darker and controls a beautiful, even tan. No streaking.
- **8.9 oz / 250ml (250g)**

Gradual Tanning Lotion Cream Medium

- A light tanning lotion
- Perfect for the body, perfect for the face. Perfect for the body, perfect for the face. Perfect for the body, perfect for the face.
- **8.9 oz / 250ml (250g)**
- **8.9 oz / 250ml (250g)**

QUICKTAN
SUN CARE TANNERS

www.quicktanusa.com

REBRAND/WEBSITE



About Us

Discover Age-Targeted Skincare

Correctionist provides beautiful skin at every age.

Correctionist is dedicated to bringing you innovations in skin care that will help you achieve younger, healthier looking skin. Rejuvenate your skin with Age-Targeted Skincare. Correctionist uses a scientific approach in the use of active ingredients that delivers dramatic results. Through research and development, ingredients were carefully selected to combat the appearance of puffiness and dark circles, protect the skin from environmental stressors, and improve the look of firmness and skin elasticity. These advanced topical agents reduce the look of aging for a more youthful vitality.

**PACKAGING COPY
SKINCARE GUIDE
HOW TO USE
HEADLINES
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WEBSITE**

WEBSITE



GET BACK TO DOING
WHAT YOU LOVE
WITH
STEM CELL
THERAPY

Improve the quality of your life by activating your body's natural healing. Regenerative Stem Cell Therapy is used for cosmetic procedures and therapeutic use; enabling the body to repair, replace, restore and regenerate damaged or diseased cells, tissues or organs. By activating the body's natural healing, quality of life is improved and healthy life spans are extended.

Slow down the aging process and enhance your natural beauty from the inside out. Irvine Stem Cell Center offers custom consultations to fully understand the unique needs of each client, ensuring our clients receive the best care and service. We offer financing options so that everyone has the opportunity to improve their lives, to look youthful and feel rejuvenated.

Transform the way you look and feel,
improving your health and confidence.

FACIAL REJUVENATION & WELLNESS
AUTOIMMUNE DISEASES
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HOW TO USE



POSTCARDS / BRAND STORY

DISCOVER LAKE SAN MARCOS

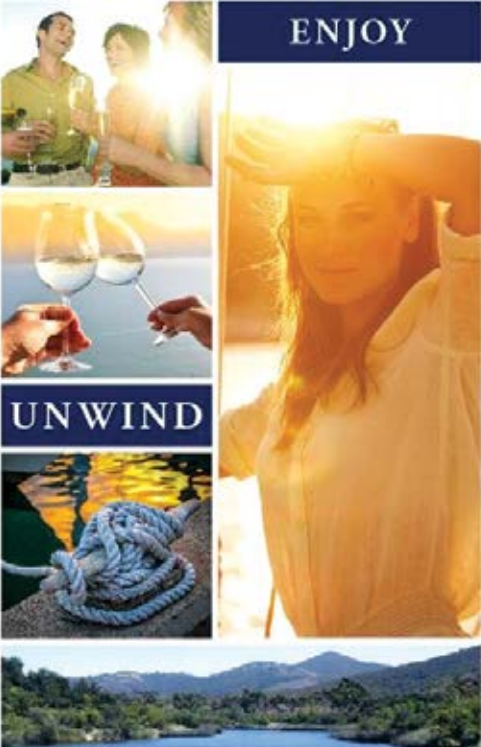
SUNSET CRUISE

Soak in the sunset while enjoying time with friends and family.

This two-hour sunset cruise includes chilled wine, cheese, and stunning views as you experience the beauty of Lake San Marcos.


Conveniently located near The Lakehouse Hotel and Resort, at 1105 La Bonita Dr. at Lake San Marcos.

Sit back, relax, and enjoy the ride!



ENJOY

UNWIND



THE MARINA

at LAKE SAN MARCOS



SPECIAL OFFER!
BOOK TODAY
\$10 OFF
INCLUDES
CRUISES AND RENTALS



ESCAPE







THE MARINA
at LAKE SAN MARCOS

CALL (760) 519-6262  **BOOK ONLINE** www.LSMmarina.com

OPEN Monday - Sunday  **HOURS** 10am-7pm

SOMETHING FOR EVERYONE!

STAND UP PADDLE BOARDS

The natural scenic surroundings make paddle boarding a popular choice, as the calm lake waters make it easy to balance, sit or stand. Rental includes board, life vest, and a single paddle to help you navigate on the lake.

KAYAKS

Have a leisurely paddle or enjoy an exhilarating day on the lake. For beginners and pros, you're sure to have a fun time. Individual and tandem kayaks are available, along with a single paddle per person.

WATER BIKES

Take the ride of your life when you cycle on the open water of Lake San Marcos. Experience the day solo or have fun with the whole family. Water bikes are easy to get on and off, pedal and maneuver.

PONTOON BOATS

Cruise around the lake with friends or family for an ideal day out on the water. Explore the lake and enjoy the peaceful views. Easy to drive and seats up to five people.

POSTCARDS / BRAND STORY



AT COOLEY MAGUIRES
We bring a little bit of Ireland to you.
Housed in a historic building, we offer the
charm & atmosphere of an authentic Irish Pub

AN AUTHENTIC IRISH PUB
Come in for a pint and enjoy our Irish fare
Bangers & Mash • Fish & Chips

We offer a vast selection of whiskey, beer & cocktails
Sliccons • Glucks • Irish Whiskey
Guinness • Pinnies • Dark Irish Stout

IRISH HOSPITALITY
Serving the neighborhood
In this friendly atmosphere, you'll feel right at home
Socialize with friends, family & neighbors
Enjoy music, live band, sporting events

IRISH HERITAGE
The Original Cooley's Tavern was established in
Seneca Falls, NY, in 1934 by Cooley Maguire.

Cooley Maguires offers an authentic
Irish Bar experience, located in Oceanside, CA.

COOLEY MAGUIRES
An American Original.



BROCHURE

CLARITY Rx[®]
WHERE SCIENCE MEETS BEAUTY

CLARITYCLINICALSKINCARE.COM
888-980-7770

1 HYDRATE
Take Your Vitamins! Daily Mineral Spray for Healthy Skin

Let your skin soak in everything this misty spray has to offer. Clarity's Take Your Vitamins Daily Mineral Spray for Healthy Skin contains 17 vitamins, minerals, and antioxidants, ready to nourish and protect your skin. It also contains aloe vera to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin.

2 LUBRICATE
Nourish Your Skin! 100% Natural Moisturizing Cream

This cream is packed with all-natural ingredients that nourish and protect your skin. It contains aloe vera, vitamin E, and other natural ingredients that help to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin.

3 PROTECT
Skin Defense! Broad Spectrum SPF 30

Give your skin the natural protection it needs with Clarity's Skin Defense Broad Spectrum SPF 30. It's a non-irritating, water-resistant sunscreen that helps to protect your skin from harmful UV rays. It also contains aloe vera to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin.

4 MASK
Nourish Your Skin! Deep Hydration Mask

For your skin's ultimate hydration, use Clarity's Deep Hydration Mask. This mask is packed with all-natural ingredients that help to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin. It also contains aloe vera to soothe and hydrate your skin.



1 CLEANSE & EXFOLIATE
REFRESH
REJUVENATE
RENEW

CLARITY Rx[®]

2 CORRECT
TIGHTEN
ACCELERATE
PROTECT
CALM
SMOOTH

CLARITY Rx[®]

3 HYDRATE
BALANCE

CLARITY Rx[®]

4 LUBRICATE
MOISTURIZE
SOOTHE
REPAIR

CLARITY Rx[®]

5 PROTECT
DEFEND
SOOTHE

CLARITY Rx[®]

6 MASK
LIFT
AMPLIFY
SHINE
REHAB
DETOXIFY

CLARITY Rx[®]



PROJECT MANAGEMENT
CREATIVE DIRECTION
REBRAND
EDITING
PACKAGING
SALES SHEET
BROCHURE
SHELF TALKERS
SOCIAL BRANDING

SALES SHEET

WHERE SCIENCE MEETS BEAUTY
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NO ARTIFICIAL COLORS
RESPONSIBLY SOURCED, PURE
CONCENTRATED
FORMULAS
SULPHATE/PHOSPHATE-FREE
SAFE, HEALTHY INGREDIENTS

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**SUSTAINABLE
PLANT-BASED
NATURALLY-DERIVED
NO HARMFUL
SYNTHETIC CHEMICALS**

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EXCLUSIVE • NEW TECHNOLOGY • CLINICALLY PROVEN

CLARITY Rx[®]
WHERE SCIENCE MEETS BEAUTY

Are You Getting Your Beauty Rest?
Sleep It Off™ Mask
A Natural Retinol Alternative Anti-Aging Treatment

**WARM & TRANSFORM
YOUR SKIN**
Clinical Studies of
Blue Green Algae Extract Showed

- 32% Improvement of Fine Line & Wrinkles
- 63% Improved Cellular Regeneration
- 63% Improved Surface and Smoother Texture
- 89% Increased Hydration Levels

Suggested Retail Price: \$120.00
CLARITYCLINICALSKINCARE.COM
Ask Our Skin Care Professionals For More Details

Experience noticeable results in only 3 weeks!

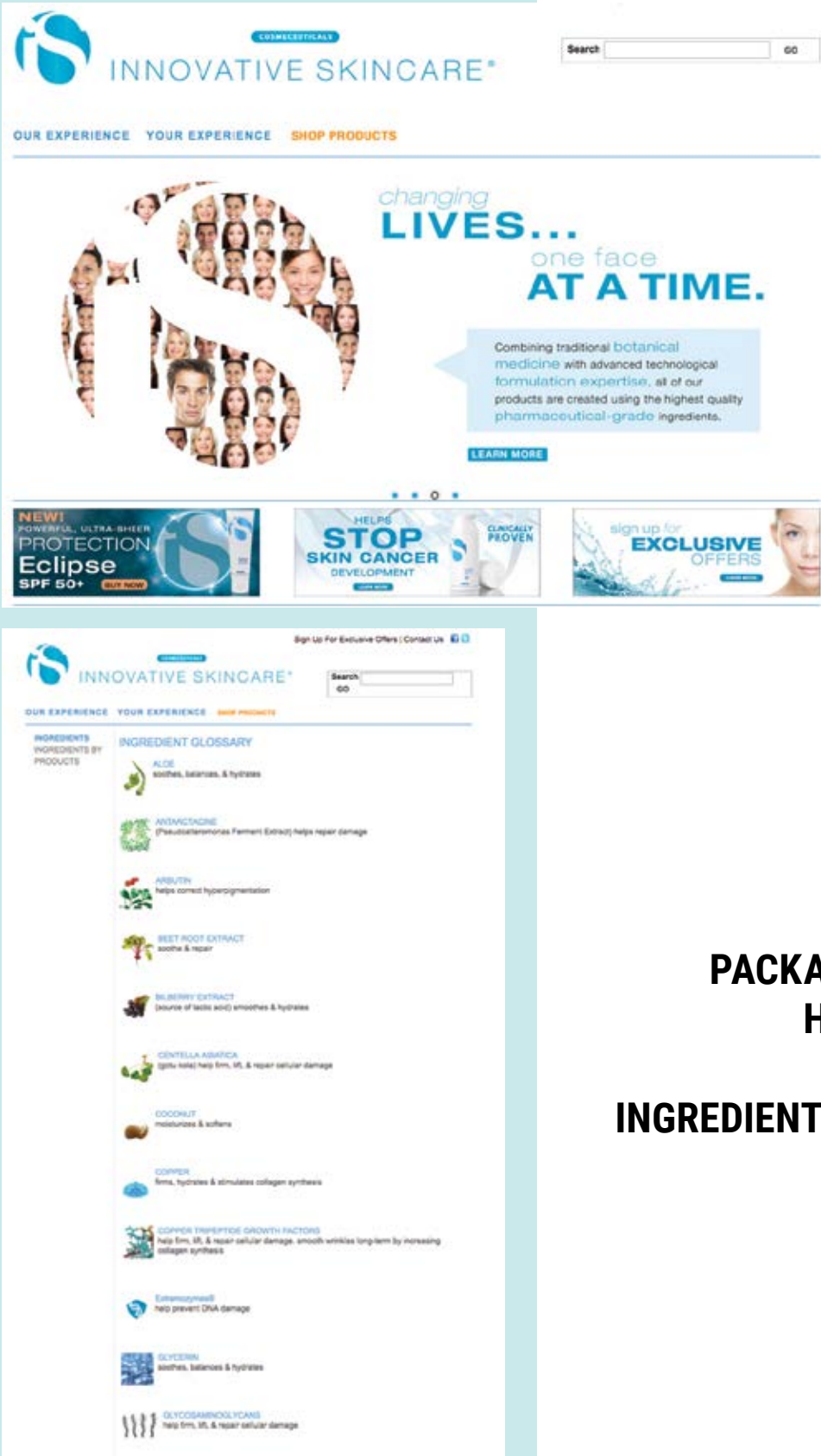


CATSHEET



HEADLINES
CATSHEET
AD

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GLOSSARY



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BROCHURE

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TRUTH
ORANGE BLISS
GREEN GROWING
WOOD

BLISS
OCEAN MINT (MIST)
BLUE FLOWING
WATER

FREEDOM
PELUM PERSIMMON COCONUT
GATHERING
METAL

INTENT
PURPLE GROUNDING
GREEN TEA
EARTH

PASSION
MANDARIN SANDALWOOD
RADIATING
FIRE

apothecare
LIFESTYLE Rx

BATH & BODY
UNLOCK THE ELEMENT IN YOU.

THE BATH & BODY COLLECTION
The collection is made in 5 distinctive fragrances, balanced with the 5 elements that coincide with each fragrance,
BLISS, FREEDOM, INTENT, PASSION & TRUTH.

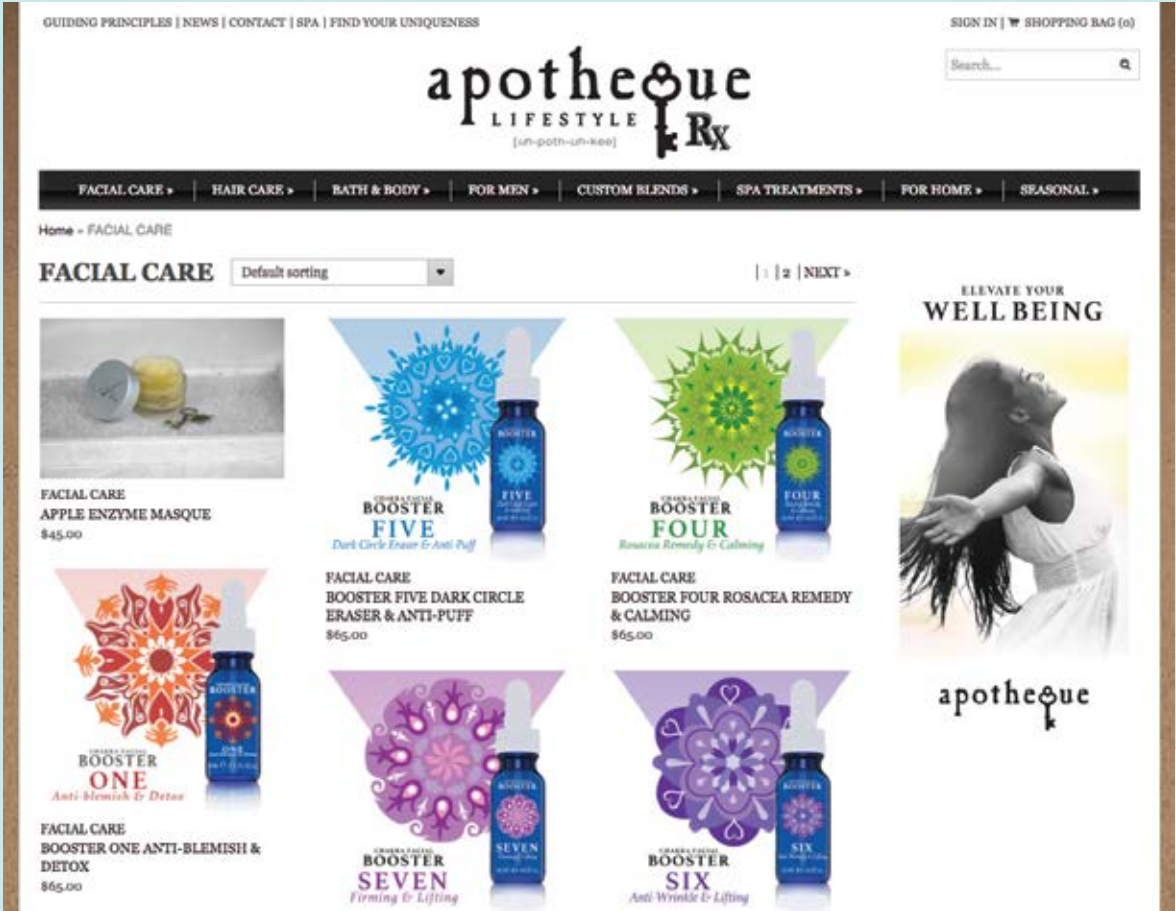
THE KEY TO UNLOCKING YOUR UNIQUE ELEMENT.
BY DETERMINING YOUR ELEMENT, you can make mindful choices regarding the practices and products that will
EFFECTIVELY BALANCE YOUR CHI & ENHANCE YOUR CHARACTER.

apothecare
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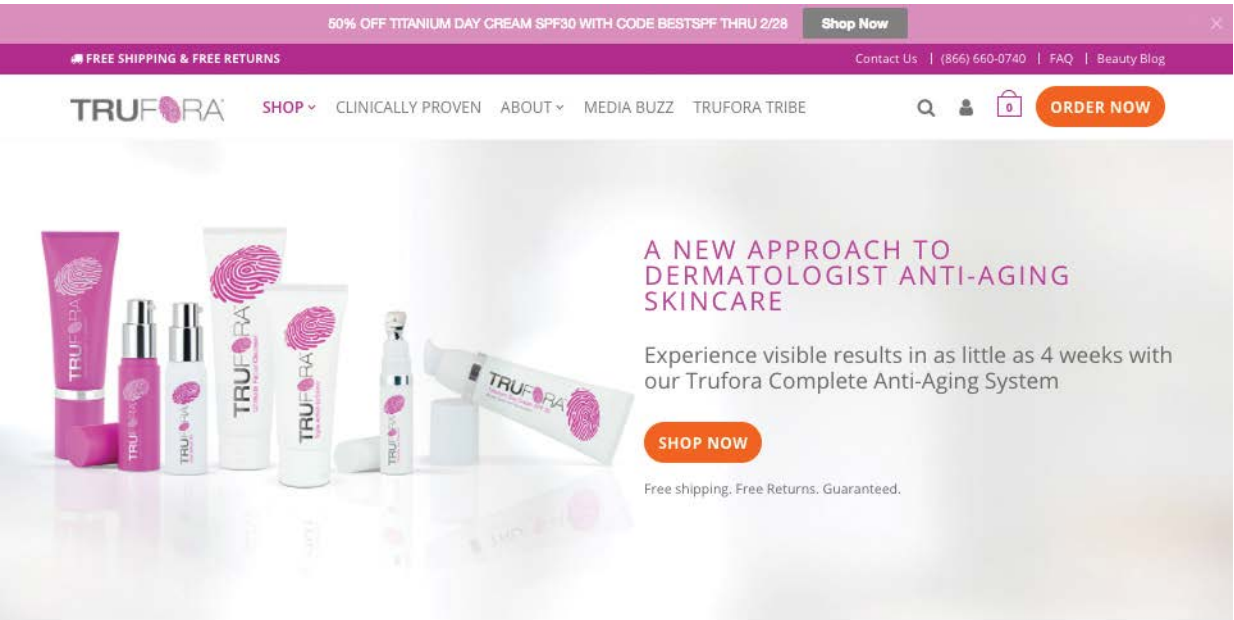


BEAUTY BOX

PROJECT MANAGEMENT
COPYWRITING
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WEBSITE
BLOGS
SOCIAL BRANDING
BEAUTY BOX
PRODUCT GUIDE



WEBSITE



PROJECT MANAGEMENT
CREATIVE DIRECTION
COPYWRITING
EDITING

COPYWRITING EDITING



BOOKS

Your Most Valuable Calling Card Is a Published Book!

Writing a book with valuable content can help you and your brand become a trusted authority in your industry, increase credibility, introduce your brand to new clients, and strengthen relationships with existing clients. You will create visibility, putting you in demand for speaking engagements, TV spots, radio interviews, and magazine articles. What are your goals for writing a book? Is it to teach others specialized information, or for entertainment? Get started by repurposing your existing marketing materials or turning your collection of blogs into a book. You can create multiple streams of income when you promote yourself and brand yourself as an expert. Following your dreams and sharing your message with the world takes courage!

Dream it. Write it. Brand it.



**AUTHOR
SPEAKER
PUBLISHER
EDITOR
BOOK COACH
WORKSHOPS
PROMOTION**



DREAM IT. WRITE IT. BRAND IT.

PROMOTION

AMAZON BESTSELLER CAMPAIGNS



AMAZON BESTSELLERS

PUBLISHING • EDITING • PR

BESTSELLER CAMPAIGN
Please buy a copy of

on Amazon
Monday, July 14
between 8am-10am

to help us hit
#1 Bestseller!
25 amazing women can
become Bestsellers!

BESTSELLER CAMPAIGN
Please buy a copy

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Wednesday
June 10
between 8am - Noon

to help
Writing to Wow!
become
#1 Bestseller!

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between 8am - Noon
PST

to help
The Power of
Being a Woman
become
#1 Bestseller!



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on Amazon
Tuesday,
February 3
between 8am - Noon

to help
The 7 Mind Shifts
become
#1 Bestseller!

Claudia Cooley

BESTSELLER CAMPAIGN
PLEASE BUY A COPY

on Amazon
Wednesday,
May 6
between 8am - Noon
PST

to help
Savvy Women
become
#1 Bestseller!

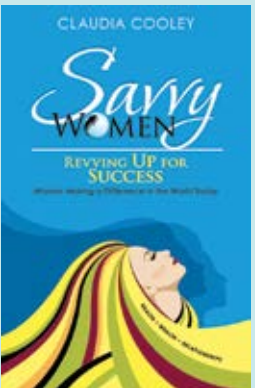
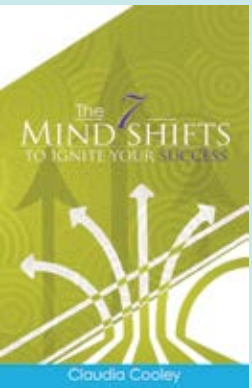
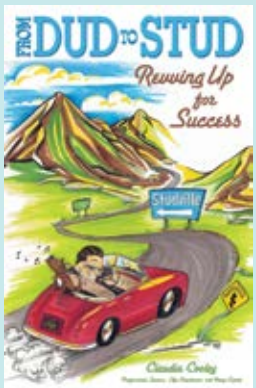
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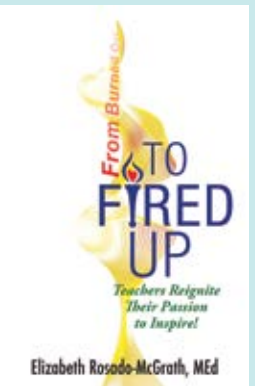
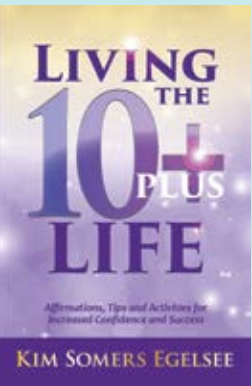
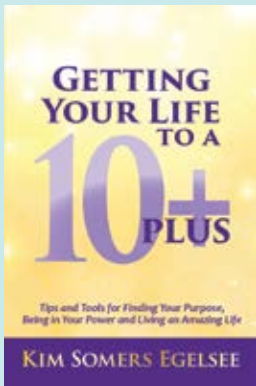
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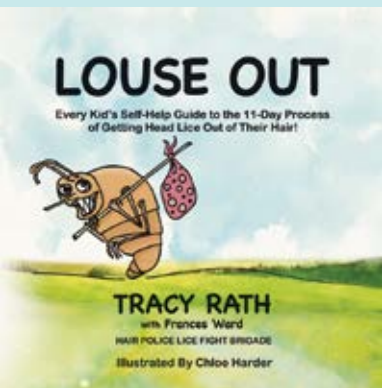
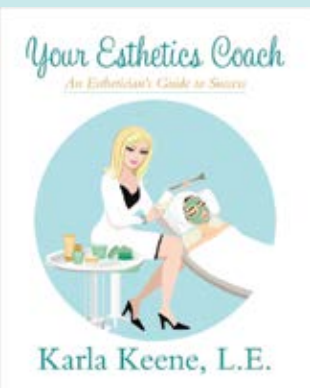
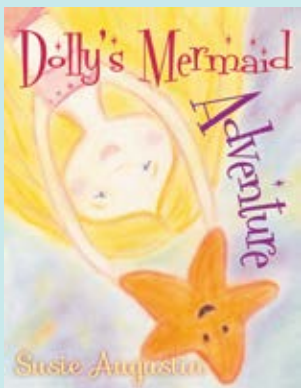
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