



Suzanna “The Challenge Queen” Fitzgerald
Award-Winning Copywriter & Professional Listener

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Award-Winning Copy Samples

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Awesome-Sauce! Winning Copywriter Will Give Your Business a BIG Boost!



“Suzanna is an amazing writer, a joy to collaborate with and an inspired thinker. At the American Writers & Artists, Inc. Copywriter Bootcamp she was hailed as the “Spec Queen;” among hundreds of talented and published writers she was the most frequent winner in almost any writing contest.

Suzanna knows how to take on and write a well-aimed letter, brochure, script or whatever the challenge is. She will give your business a big boost. Putting it briefly, she is **awesome sauce!**”

Krista Martinelli

B2B Marketing Associate @ Shoes For Crews

8 Persuasive Copywriting Masterclasses from Valhalla Cat University

One of the best direct-response marketers I ever met never sent an email, wrote a sales letter, or attended a networking event. He couldn't speak a word of English, much less read or write...

...He wasn't even physically capable of holding a pen.

This legendary "salesman" was 12 lbs. of fighting muscle. He walked tall at roughly 6 inches high, and measured just around a foot long, tip-to-tail.

Yes – he was *a cat*.

Over the years this miniature Viking taught me invaluable life lessons:

- Succeeding against impossible odds
- Winning friends and influencing almost-enemies
- Applying persistent persuasion to make the best sale
- Becoming a legend in your own time

The Texas Cowboy Cat Policy

My Dad is an old-fashioned Texas cowboy, and they have a code:

- If Mama ain't happy, ain't nobody happy
- A man's hat is sacred
- A cat's place is in the barn

Also, never feed cats; and, most importantly, under no circumstances up to and including the zombie apocalypse, no cats in the house. There is no appeal.

Until...*Furry*

This was the winning article in a site-wide writing challenge. The prize was a 2-year weekly blogging contract for the prestigious **Digital Copywriters** website.



Sell Me the *Writer's Life* – Headline & Lead Contest

Headline:

Start Life Debt Free

The Best Way to Beat Student Loans

Lead:

What if there was a way to start your career before entering college?

**And what if that career was so lucrative that, even just working part time, you could incur
no student debt?**

Life is so not fair...

Some kids get to go to college driving nice new cars, drinking to excess, and generally partying their way to an easy degree and a good job.

Others of us work our tails off getting the best grades for top-notch degrees, all the while handling part time jobs to keep body and soul together. Then, on the other side, we are mired in tens of thousands of dollars of debt, and face an ever-growing lack of college-level jobs.



“With Just One Small Insight You Could Refocus Your Strategy and Make it more Effective for Your Needs!”

As one of my consulting clients said after a call, it just takes one small insight to make a *huge* difference in your marketing and copywriting strategy.

Sometimes you just need someone with a fresh pair of eyes to go through copy that isn't performing the way it used to. Simple tweaks, updates, and a few benefit-rich headings can make a world of difference!

A business coach tested multiple copywriters to find someone who could help improve her landing page. This [6-page review] led to a completely overhauled sign-up process...



The Practice of Positive Leadership Online Training

Our 100% self-paced and mobile-friendly training program is perfect for both small and large organizations. Whether you choose to have your staff go through the material on an individual basis or as an entire team, your business will benefit in a number of important ways:

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- ✓ Dramatically increase employee engagement
- ✓ Increase productivity and performance
- ✓ Inspire three to ten times more creativity and innovation
- ✓ Unleash discretionary behavior, see more people going the extra mile
- ✓ Enhance customer experience and referral
- ✓ Create more company-wide happiness
- ✓ Decrease turnover, health costs, accidents
- ✓ Enjoy the positive "Spillover" effect of happiness on families & communities
- ✓ Perfect for both teams and individuals

My Recommendation for Improvement: I recommend turning this bullet list into a line-by-line reveal video – something simple, like a PowerPoint presentation in video form. Each bullet point could be “married” with a testimonial:

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