

## Web Copy Sample

### Forssa – An Easy to Use Contact Management Service

Forssa lets you manage your outbound contacts easily and efficiently – whether you're using voice, SMS messaging, or email.

When you use a single contact management system to organize your contacts, you can quickly and easily automate your customer contacts.

Our system is efficient and intuitive, and allows your agents to focus their time on handling warm leads and urgent calls, while redirecting less urgent contacts to be dealt with later.

- Know who's calling before they contact your company, and send them an SMS message that meets their needs.
- Only make voice calls to leads that have requested them by SMS message.
- Allow agents to handle detailed messages and requests by email from their computers.
- Automate simple repetitive tasks such as data entry

### Benefits of Our System

One system controls all outgoing client contacts

Contact method is matched to each customer transaction individually

Customers are pro-actively contacted, avoiding the need for them to call your company

Customer interactions are highly efficient and automated

Voice calls use smart dialing to predict the number needed

Contact Center is automatically controlled by the software

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## Article Sample

### Funding Long-Term Care in a Changing Economy

When the recession hit, American seniors were hit hard. Retirement investments took a dive, property values fell dramatically, and investments that seniors were relying on to pay for their long-term care lost a great deal of their value. If you've been a victim of the economic recession, you still may be able to afford senior care using long-term care insurance and other ways to fund long-term care.

### Long-Term Care Insurance

One of the best options available, for seniors who can afford it, is to purchase a long-term care insurance policy. This type of policy will cover most, if not all, of the expenses of your long-term care. The policies require a lump sum premium or a monthly premium, however, which may be too expensive for some seniors to afford.

### Reverse Mortgage

If you own a home, a reverse mortgage may be an option. This type of loan allows you to take out a loan against the equity in your home, with no repayment requirements during the time you live in the home. You will receive a cash payment each month, based on the equity on your home, that you can use for anything you wish. Many seniors choose this option and use the funds to pay for long-term care insurance.

Upon your death, the bank will settle the loan with your estate and pay the remaining equity in the home to your beneficiaries. If you sell the home and move into a long-term care facility, a similar process occurs. To qualify for this type of loan, you must be over 62 and own your home. Speak to your financial adviser to see if this type of program may be right for you.

### **Sale of Assets**

If you own property, real estate, stocks, or bonds, you may be able to sell these items to raise cash for long-term care insurance or senior care expenses. Often, Medicare and Medicaid require you to spend down your assets before you can receive any type of federal assistance, so this may be a necessary part of qualifying for federal benefits.

### **Home Health Care**

If you are having difficulty financing long-term care, you may need to plan for the least expensive senior care option of home health care. As you age, speak with family members and see if any of your relatives are willing to help you set up a schedule with home caregivers, or perhaps act as your power of attorney. Your neighborhood may also have day programs for seniors, so that you can pay for care on a daily or weekly basis, as you can afford it.

### **Resources**

Stephen Lamoreaux (n.d.) *Using a reverse mortgage*. Retrieved October 29,2010 from [http://www.longtermcarelink.net/eldercare/using\\_reverse\\_mortgage.htm](http://www.longtermcarelink.net/eldercare/using_reverse_mortgage.htm)

Medicare (2009) *Paying for long-term care*. Retrieved October 29,2010 from <http://www.medicare.gov/longtermcare/static/PayingOverview.asp>

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Benefits Based Article:

### **The Benefits of Tea Tree Oil**

Tea tree oil, or melaleuca oil, is considered a healthy essential oil to use around the home for a variety of cleaning and hygiene purposes. The essential oil can be used for homemade cleaning products, aromatherapy and is commonly added to commercial shampoos and soaps. Tea tree oil is traditionally harvested in Australia, and has been used by the native cultures there for generations in a variety of folk remedies, as it is believed to have mild anti-fungal properties.

### **Tea tree oil for cleaning**

Homemakers who prefer to avoid commercial cleaning chemicals often opt to make their own cleaning products using natural ingredients such as vinegar, baking soda and rubbing alcohol. These cleaning products can be scented with essential oils to add a clean, fresh scent to the home without artificial perfumes or strong chemical odors. Popular essential oils for homemade cleaning products include

lemon essential oil, lavender oil and tea tree oil. These oils are often considered to be more healthy for the respiratory system than commercial cleaning products, but little scientific research has been done in this area.

### **Tea tree oil for aromatherapy**

While aromatherapy has not been medically proven to cure or treat disease, practitioners believe that it can reduce stress and treat symptoms of illness. Tea tree oil is frequently sold for this purpose. The oil is diluted with a carrier oil, then either added to a vaporizer or humidifier or distilled in an oil burner to release the scent into the air. While there have been no conclusive medical studies, folk practitioners believe that this practice can reduce respiratory symptoms and ease congestion. Therefore, tea tree oil is a popular remedy in some alternative health circles.

### **Tea tree oil for hygiene**

Tea tree oil is used in a variety of commercial products, such as soaps and shampoos. It adds a pleasant herbal scent, similar to that of eucalyptus. The scent is appropriate for males or females, and is popular with those who prefer to avoid heavy perfumed or flowery scents in their hygiene products.

### **Dangers of tea tree oil**

The primary danger of using tea tree oil lies in uninformed users utilizing the product incorrectly. Dilution of the essential oil can vary greatly, and if a patient attempts to use the oil to treat a medical condition and avoids seeking medical care, an illness can quickly worsen or become a severe infection. For this reason, it's generally advisable to seek traditional medical care and avoid common folk remedies, no matter how healthy or safe they may seem at first glance.

Sources:

Jasmine Wilson (2011). Tea Tree Oil. <http://mason.gmu.edu/~jwilsonl/projects/plant/plant.htm>