WRITING SAMPLES

The following is a sample content writing blog post for a client.

Illinois Winters Can Be Brutal: Here’s How to Avoid Pipe Freeze

With average temperatures ranging from the teens to the 30s in northern Illinois each winter, relentless cold is an inescapable part of everyday life in the Crystal Lake area. Given the temptation to get warm as quickly and as simply as possible, it is possible to be lax in home maintenance. Pipe freeze in Illinois is a common, expensive, but easily preventable problem that can be avoided if you follow just a few simple steps.

There are three main causes of pipe freeze: sudden drops in temperature, poor insulation, and thermostats that are set too low. Having the perfect balance before it is cold is the key to avoiding pipe freeze. Your first step should be to insulate the pipes during the warmer months. Use heat tape or thermostatically controlled heat cables. Follow instructions to make sure you are wrapping the interior or exterior appropriately. Using caulk or insulation, seal off cracks or holes where cold creeps in and surrounds pipes. Another preventative step to take is to disconnect your garden hoses while it is still warm. Instead of introducing the shock of hot and cold extremes to your pipes, keep a moderately warm temperature at all times. Even while you are sleeping, keep your thermostat set to a steady warm temperature. Leave doors and cupboards open to make sure that the warm air touches all pipes. To avoid excessive buildup of pressure in water pipes, keep a trickle of mildly warm water dripping at all times. If you are going away on vacation, leave your thermostat on to no less than 55 degrees. You might want to ask a friend to stop by often to monitor the temperature of the house and maintain the warm climate. You should also turn off your entire water system.

A consultation before pipe freeze in Illinois season arrives is a smart additional step you can take to avoid this annoying problem. If your pipes do freeze, we provide round the clock emergency service to restore heat to your house. Be smart and don’t let pipe freeze happen to you!

The following is an article that I wrote for an online magazine. It immediately became the number one hit on Google news.

Three Pitches the Phillies Have in their Mitt: A Postseason Guide

*Ending the 2011 regular season with 102 wins, the Philadelphia Phillies are ready to take on the postseason. Here are three advantages the Phillies have.*

The Philadelphia Phillies are riding high off of a great week, making a franchise record for 102 regular season wins and delivering 24 runs in four games. Filled with historic moments--Charlie Manuel became the Phillies manager with the most wins with 646--the 2011 regular season has been a treat to fans. With the start to the postseason just days away, a fan has to have faith that they can win it all. Here are three weapons the Phillies have in their mitt that will leave them in prime position to take the postseason by storm.  
  
**1. R3C2**  
  
No, that's not a chemistry formula you learned in your high school textbook. R2C2 stands for the starting rotation: two (R)oys, one (C)liff and one (C)ole. The Phillies rotation has been unbelievable this season. Halladay, Oswalt, Lee and Hamels are responsible for 59 on the team's wins. Halladay is the reigning Cy Young Award winner, and it looks like it will be either him or Lee who wins this year's award.  
  
But the key here isn't just the regular starting four. The third "R" is for closer Ryan Madson; Madson has been nothing short of stunning. His 2.41 ERA makes him the star closer, one that Manuel can count on. Madson even appeared on the cover of Sports Illustrated with Cliff Lee in late September.  
  
And consider adding a V to the end of that formula, a V for Vance Worley. Worley is quickly making a name for himself as the Phillies' most promising new pitcher. His 11 wins and just 3 losses make the case that he could be just as big a factor in the postseason success as the regular pitching rotation.  
  
**2. Hunter Pence**  
  
Hunter Pence, after being traded by the Houston Astros in late July, has been a stellar addition to the team. Whether it's his killer stats as a batter (you could count his 22 home runs, among other things) or his outstanding contributions in the right field (take his outfield assist in the last regular season game against the Braves), Pence is a player to keep around. Though Pence is known for his humorous manner--just take his "Good game, let's go eat!" trademark--he is serious enough to warrant intentional walks. Pence proves to be general manager Ruben Amaro Jr.'s mid-season genius idea, and he is taking every opportunity he gets to make his case as the Phillies' most valuable hitter.  
  
**3. The new batting order**  
  
Much drama was made when Charlie Manuel moved Chase Utley out of his sacred three spot in the lineup and pushed him up to batting second, putting Pence at third. The three spot is traditionally held for a team's best batter, and Utley held that position steadily since 2006, starting in that spot 597 times. But Utley is known for his whatever-it-takes-to-win spirit. With respect for the change, Utley said, "Hunter has been swinging the bat well. He can do a lot of damage. So whatever is best for the team, I'm all for it," [according to Phillies.com](http://philadelphia.phillies.mlb.com/news/article.jsp?ymd=20110928&content_id=25346226&notebook_id=25349072&vkey=notebook_phi&c_id=phi). Since switching to a new lineup, Manuel's team has hit well and broken out of last week's disappointing slump.  
  
The Phillies are known for their teamwork, poise, and professionalism. They have been consistently efficient and menacing on the field, and any team that has to play them in the postseason will need to up its game.

The following is a sample website page for a client.

A senior companion can offer a senior a compassionate friend who cares about his or her wellbeing. Senior companions help by creating a manageable plan with seniors and their families to fit in a rounded approach towards care. Senior companions are different than home caregivers because they are more involved in the overall, large scale management of the senior’s needs. From offering diet and nutrition plans to overseeing medication monitoring, the companion is capable of many different tasks. However, a companion is different than a caregiver. Unlike a home caregiver, the home companion is not always a nurse. The companion might be more involved in lighter medical responsibilities and work closely with an on-call or hired nurse practitioner. A companion is not necessarily live in support, either, whereas private caregivers can tailor seniors’ needs to work in the home full time. Furthermore, a senior might have only one companion, preferring to work with a one person companion team while having many different caregivers attending to the medical needs. One other distinction between a caregiver and a companion is that companions will often visit the elderly in their assisted living assistance facility and nursing home. They are able to provide safe transportation and accompaniment to outside activities like doctors’ appointments. The caregiver might also provide services to those recovering from injury or illness, not just the elderly.

The difference between a companion for the elderly and a companion for a senior is slight but significant. An active senior citizen could be all right without working closely with a companion or might only need a companion for light, minimal care. They are more independent and need less direct supervision. In this case, the companion would be more like a close, caring, and responsible friend in charge of maintaining a sense of equilibrium and balance. The companion might only come over to check in a few times a week to make sure everything is going well. For the elderly person who needs more supervision and help, a companion is a good option. The companion for elderly persons will work closer with the family and nurse, nurse practitioner, or doctor to find a comprehensive plan and then carry it out together. Here the companion would be updated with the elderly person’s abilities and limitations and know how to help. An elderly companion could also be directly involved in care for advanced conditions like dementia, Alzheimer’s, or Parkinson’s disease. Companions are a good resource because they would know in detail when the time may come when assisted living is the right choice.

A home companion is a companion who lives or partially lives within the senior’s home. Similarly to the home caregiver, the home senior comparison dedicates his or her time to monitoring the senior’s care full time. The companion is able to expand help to include breakfast, lunch, and dinner and perhaps even bathing. This is a good option for when families are either not present or away on vacation. This kind of care can be short term or long term depending on the circumstances. Because the caregiver maintains around the clock care, this service is a solution for the senior who is not ready and does not want to leave home to go to an assisted living facility because it allows for a feeling that one is still in charge of the situation. In this case, the home senior companion is similar to a live in caregiver in that they both provide a link between medicinal needs, though the companion works with the medical team and the caregiver is part of the medical team.

To find the very best care, get in touch with an elderly companion service. Rates vary with desired hours and agencies. These elderly companion services are the best way to find a professional companion, one who has been certified to give the very best, responsible care. In this case, the companion is carefully screened and interviewed, and background checks and references are contacted. Only the best candidates are brought on, so you can be sure that the companion you pick is not only right for your personalized needs. Thus going through a service company is necessary to find a companion who works with a balance of professionalism and friendship. Furthermore, the service finds the right companion by listening to the needs of the senior and the senior’s family while matching up the best companion. Basing the decision on traits like experience and medical background, among others, the service makes a decision that fits into the ideal picture and team the family has in mind.