

WEB PROJECTS

Project: Website Rebranding and Repositioning
Scope: Copywriting, Project Management
Client: www.lakesidelink.com
(see website for more...note that it is still a work in progress)

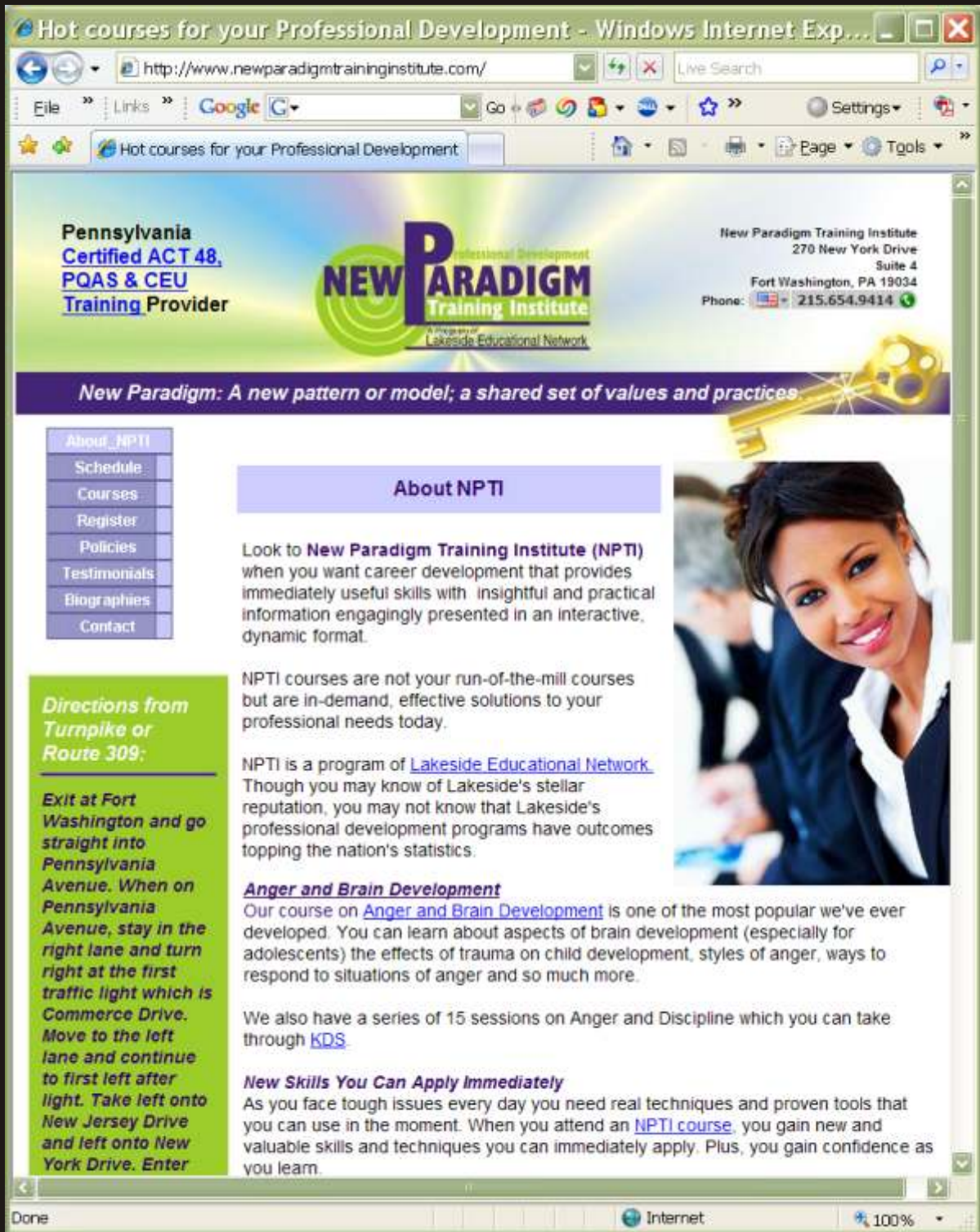


Current



Former

Project: New Program Website
Scope: Copywriting, Graphic Design, Project Management
Client: www.newparadigmtraininginstitute.com
(see website for more...)



Project: E-book
Scope: Rewriting and Redesign
Client: National Credit Federation

How to Restore Your Credit...
Legally...and Buy the Things You Want:



Simple, Legal Steps
to Raise Your Score
in as Little as 30 Days

NATIONAL CREDIT FEDERATION
www.720pluscredit.com

Current

www.720pluscredit.com

1 Having Poor Credit Can Feel Embarrassing

Credit rejected! Labeled a "Loser?"
No one likes rejection. It feels awful to be told that you cannot buy the things you need or want because of your current credit situation. Besides the embarrassment it causes—particularly if you are turned down while in the company of a friend or loved one—can leave you feeling depressed, hopeless and powerless.

You may feel as though you are wearing a "loser" label on your forehead that everyone sees. You may feel angry or insulted that those who reject you think you have no right to buy the things you want, or they question whether you are a good person. Soon, the negativity ripples to everything you do and everyone in your circle of contact. You want to make it better, but you don't know exactly what to do or who can legitimately help you.

Even one blemish on your credit report can cause you to be rejected, but should you be forced to live in a "credit prison" for the next 7- to-10 years because of credit-bureaucrats who say so? It may seem as though you are stuck in a rut with no relief in sight.



You're not alone!
Most people with poor credit are not deadbeats, nor are they unwilling to pay their obligations. The fact is that poor credit has NOTHING to do with your value or worth as a person. Many people retain good credit until an unforeseen circumstance such as divorce, illness, accident, or loss of a job results in financial difficulty. When these kinds of events occur, struggles can result which require you to make some tough decisions. So, you choose to put food on the table or keep the lights on rather than pay a credit card bill. It's only natural to protect your family or loved ones. Wouldn't collection agents do the same?

Many people have been in the same situation and have found the way out. If others have managed to restore their credit... And in some cases, they saw a difference in as little as 30 days... then why can't you?

NATIONAL CREDIT FEDERATION
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1

LEGAL CREDIT REPAIR:
Credit Bureau Secrets Revealed



NATIONAL CREDIT FEDERATION
Empowering Your Financial Future

Former

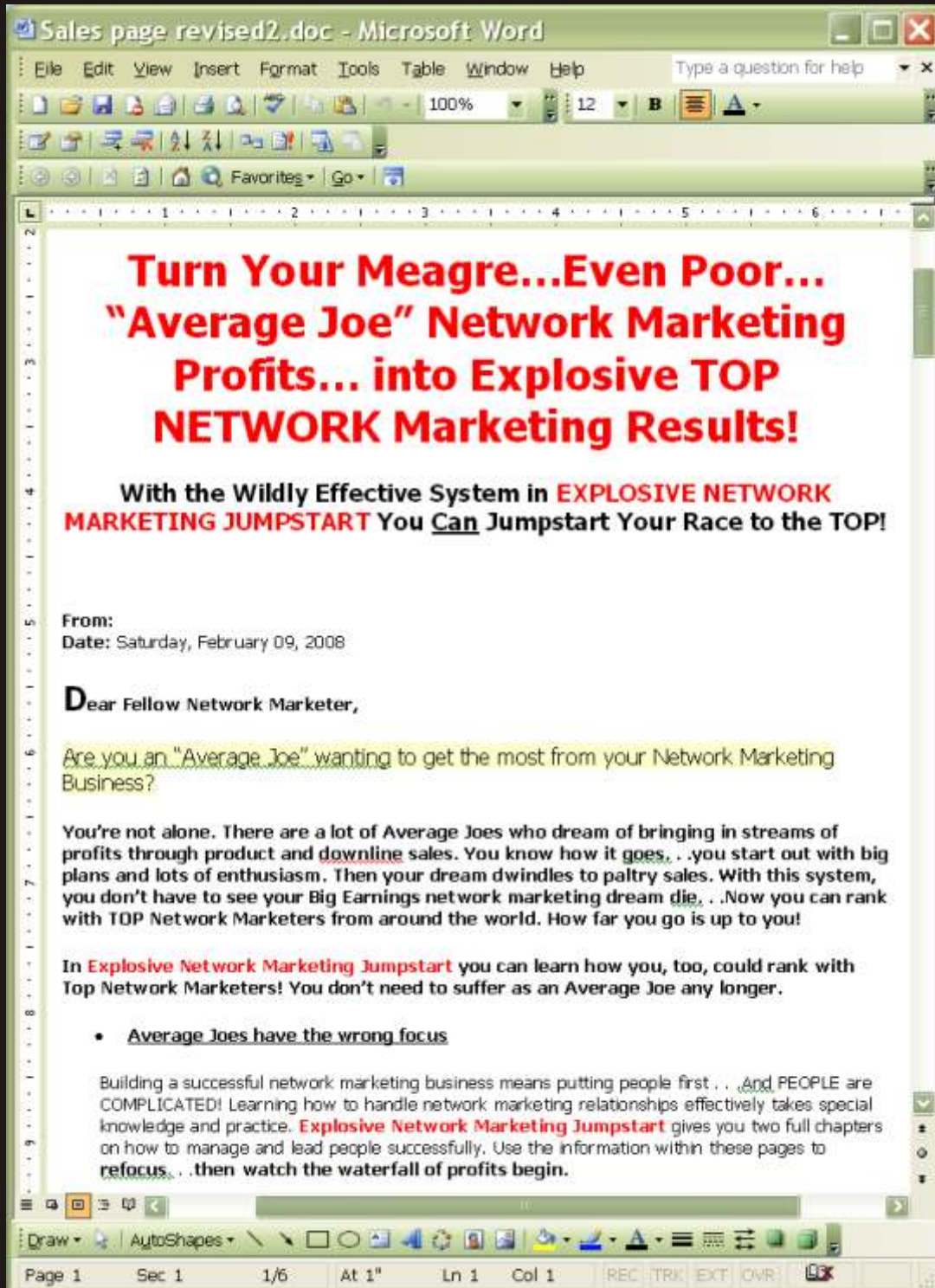
Project: Website Content
 Scope: Editorial writing, reporting
 Client: DOTmed.com, Inc.
 (search www.dotmed.com for
 Becky Jacoby for more contributions)

The screenshot displays a web browser window with the following elements:

- Browser Address Bar:** http://www.dotmed.com/news/story/5859/
- Page Title:** DOTmed.com - Medical Equipment Market Sectors Projected to Perform Well ...
- DOTmed NEWS Logo:** Located at the top left of the page content.
- Navigation Menu:** Includes links for All, Auctions, Equipment, Parts, Careers, Services Directory, News, and Forums.
- Search Bar:** A search box with a 'Search Forums/News' button.
- Page Navigation:** Links for DOTmed Home, News Home, Industry, People & Companies, Shows & Events, Forums, and Career Corner & Jobs.
- Date:** June 12, 2008
- Main Article:**
 - Headline:** Medical Equipment Market Sectors Projected to Perform Well Through 2010
 - Author:** by Becky Jacoby, Reporter
 - Source:** Global Industry Analysts, Inc. (GIA)
 - Text:** Global Industry Analysts, Inc. (GIA), a globally recognized publisher of market research, recently released forecast data to 2010 for several key medical industries:
 - MRI:** The Magnetic Resonance Imaging (MRI) equipment market is predicted to reach \$5.5 billion. The Very High-Field MRI Systems market represents the fastest-growing segment due to facilities upgrading older equipment. Improvements trend toward greater sophistication in image quality, reduced noise ratio, increased range of applications, shortened examination times, and improved patient comfort. Some prominent companies in this market are Siemens Medical Solutions, GE Healthcare, Hitachi Medical Corporation and Toshiba Medical Systems Corporation. The U.S. leads the world in the MRI equipment market, falling just under \$2 billion for 2008, with Japan as second largest.
 - X-Ray:** X-Ray film, chemicals and processors are projected to reach \$5.9 billion. Digital imagery may be growing in popularity, but X-Ray films are still integral to the medical products industry. New technologies benefit clinicians and patients: improved computer imaging and display, processing and storage capacities and a picture archive system. Key companies are Agfa-Gevaert NV, Carestream Health, Inc., FUJIFILM Medical Systems and Hologic, Inc. The U.S., Europe and Japan lead the market, though centralization of healthcare in the U.S. influences its purchasing power.
 - Ambulatory and bathroom aids:** Forecasted to reach \$1.8 billion is the ambulatory and bathroom aids market. Spending on durable medical equipment is rising due to aging populations. In particular, the home healthcare market is stimulating the need for wheelchairs, shower chairs, walkers, canes and patient lifts. Leading companies are Apex Dynamics Healthcare Products, ArjoHuntleigh, Medline Industries and Patterson Medical. The U.S. and Europe currently lead the market, with Asia Pacific showing fastest growth.
 - Orthopedic prosthetics:** The orthopedic prosthetics market is projected to reach \$14.5 billion. The market is on the upswing due to an aging population and increased demand for joint replacements or reconstructive
- Other Headlines (Left Column):**
 - [Nationwide Imaging Services of Brick, NJ Celebrates its 15th Anniversary](#): Company also launches Nationwide Funding Corp. (NFC) to provide customized financing solutions to its customers.
 - [Medicare Looks to Lower Cost of Durable Medical Equipment](#): Competitive bidding program provides access to high quality products and services available from Medicare-contract suppliers.
 - [Virtual Imaging Acquires Central Imaging of Tennessee](#): Acquisition strengthens Virtual's southern diagnostic imaging sales and service market.
 - [Global Health Workforce Alliance Commissions Joint Venture Guidelines to Resolve Healthcare Workforce Crisis](#): The Global Health Workforce Alliance commissioned the "Guidelines on Incentives for Health Professionals" intended to identify and implement solutions to the growing healthcare workforce gap. Several world health
- More Industry Headlines (Right Column):**
 - [Medicare Looks to Lower Cost of Durable Medical Equipment](#): Competitive bidding program provides access to high quality products and services available from Medicare-contract suppliers.
 - [AHRA 2008 Annual Meeting Also Celebrates the Group's 35th Anniversary](#): The AHRA 2008 Annual Meeting and Exposition will be held in Denver, July 27-31 -- Exhibitors can still get a booth if they act fast.
 - [Experimental Camera Pill Could Replace Endoscope](#): Patients will swallow a device no bigger than a piece of candy.
 - [Study Recommends Standards for Radiotracer Doses in Pediatric Nuclear Medicine](#): Radiopharmaceutical guidelines should establish consistent dosage standards, according to The Journal of Nuclear Medicine.
 - [Hologic to Buy Third Wave Technologies for \\$580 Million](#): Hologic, Inc. of Bedford, Mass. has signed a definitive agreement to acquire Third Wave Technologies, Inc. The Boards of Directors of both companies unanimously approved the transaction.
 - [HITACHI AIRIS II 0.3T OPEN MRI -- last chance to get your bid in!](#): Also see the other great lasers, imaging systems, and more... all on your favorite website for used medical equipment!
 - [CT Lung Cancer Screening No Cure-All for Smokers](#): A new study has found that CT screening may reduce lung cancer mortality in current and former smokers. Lung-cancer deaths were reduced 28 percent, but overall

Project: Web Ghostwriting Sales Letter
Scope: Direct Response, Network Marketing E-book
Client: Confidential
(more information available on www.beckyjacoby.com)

WEB PROJECTS



Project: Web Ghostwriting, Special Report
Scope: Alternative Health, Mercury Toxicity
Client: Confidential
(more information available on www.beckyjacoby.com)

WEB PROJECTS

mercuryfeb08.doc - Microsoft Word

File Edit View Insert Format Tools Table Window Help

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HOW DOES EXPOSURE TO MERCURY OCCUR?

http://www.istockphoto.com/file_closeup/object/5050431_power_plant.php?id=5050431

The main source of mercury in the atmosphere comes from combustion in power plants that burn mercury-containing coal. During combustion, mercury becomes a vapor that falls as precipitation. When mercury enters the ground, waterways and lakes it gets into the fish through the fish's nervous system and through the food chain. The larger or the older the fish is, the more the potential for mercury contamination. Therefore, sizable fish such as Tuna, Halbut and Sea Bass which we enjoy as food become toxic to eat.



The Public Citizen, an independent, nonpartisan publication states, "It is irrefutable that power plant emissions contribute to all sorts of environmental problems—smog, acid rain, mercury poisoning of rivers and streams, radioactive waste—all of which lead to climate change, air pollution, damaged crops, dying forests, and health problems like emphysema, lung disease, cancer and premature death." ⁷

The government does not regulate mercury emissions at this time. Though the EPA is currently discussing how to control emissions from coal-fired utility boilers, a plan of action has not been announced.

In fact, people would be safer and healthier if we moved away from all power sources that cause pollution. Until cleaner air and control of mercury emissions occur, eat fish at your own risk.

AMALGAM DENTAL FILLINGS: YOUR MOUTH MAY BE A RESERVOIR OF MERCURY POISONING

Should hazardous materials be in your mouth?

If you, like many Americans, have "silver" dental fillings, these amalgam fillings are leaking mercury vapor into your lungs and brain.

http://www.istockphoto.com/file_closeup/object/5055977_dental_treatment.php?id=5055977

Draw AutoShapes

Page 4 Sec 1 4/13 At Ln Col REC TRK EXT OVR

Project: Web and Print Ghostwriting, Monthly Magazine
 Scope: Editorial and Production, Naturopathic Physician
 Client: www.totalsensorywellness.com
 (more information available on www.beckyjacoby.com)

Article excerpt for pain management issue

When Pain Becomes a Pain

Itesha is a nurse who cares for patients in a drug treatment facility. It's her job to determine whether pain for her patients is real or a ruse to abuse medication. Somehow she remembers that despite all the shenanigans



her patients pull, they are, in some form or another, in pain.

All people and creatures feel pain. Even a newborn enters the world through pain. But for those who live with chronic pain from addictions, illnesses such as chronic fatigue syndrome, MS, or AIDS, or a disease such as cancer, pain becomes an intangible entity that can drain all positivity from life. As quickly as the flame of a match can be extinguished, pain can submerge joy, cause depression and related emotional issues.

Breakthrough pain

According to Joseph Mercola, MD, a physician who speaks widely on alternative medical approaches, patients who suffer cancer experience what is known as "breakthrough" pain. It is called breakthrough pain because of its sudden and intense nature that defies the presence of conventional pain medication. He warns about the drug Fentora which is used to treat breakthrough pain. It is contraindicated with other pain medications and may result in fatality if used improperly.¹

Tamoxifen, a drug that has been used to treat breast cancer has been found to increase the risk of uterine cancer, according to a study published in the *International Journal of Gynecological Cancer*.²

Aside from the ridiculous, often staggering price, drugs come with risk, risks that may not always be known. The side effects could be worse than the illness or disease, and if so, you pay in two ways: with your money and your health.

Project: E-mail sales support
 Scope: Copywriting, E-mail
 Client: www.matrixpublishing.com
 (more information available on www.beckyjacoby.com)

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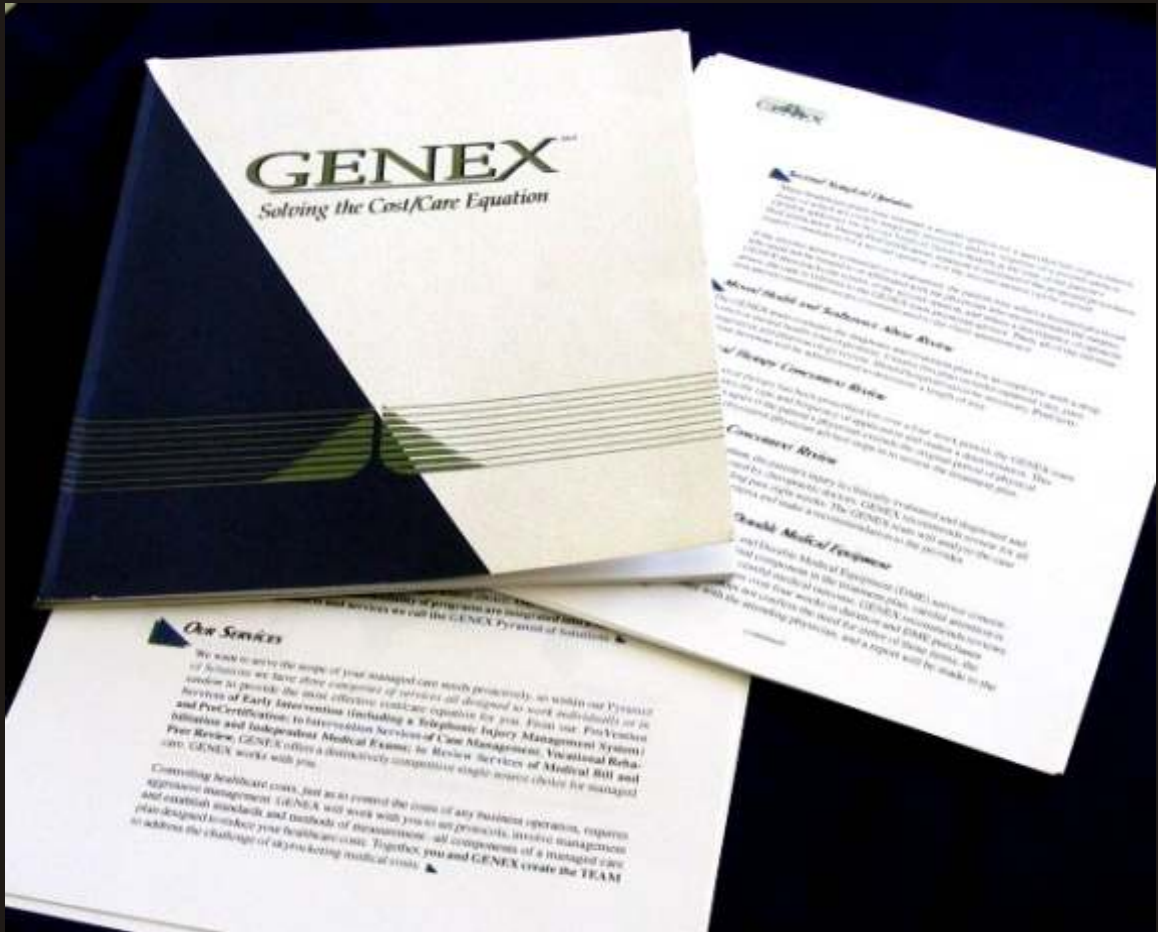
HERE'S WHAT OTHERS SAY ABOUT MATRIX PUBLISHING . . .

"When you publish for lawyers, accuracy is a must and Matrix helps assure that our finished product is accurate."
 Frank Zuck, President, George T. Brier Company, Law Book Publishers

"Matrix genuinely cares about the work they produce as well as the perception that the publisher has toward them. In other words, not only do I have a strong working relationship with Matrix, but I have a friendship with the owners and customer service representative. That really makes me feel like a partner and allows me to control all activity."
 Paul W. Nisbett, Publisher, Baker/MAN, Publishers

PRINT PROJECTS

Project: Managed Healthcare Proposal Template for National Sales Force
Scope: Copywriting, Project Management and Graphic Design
Client: GENEX Services
(more information available on www.beckyjacoby.com)



Project: Upscale Magazine Feature Article
 Scope: Contributing writer
 Client: House and Home Magazine
 (more information available on www.beckyjacoby.com)



Project: Direct Response Flyer to Sell E-Book, (5.5 x 8.5 format)
 Scope: Copywriting and Graphics
 Client: Total Sensory Wellness Center, Dr. Henry Northrop
 (more information available on www.beckyjacoby.com)

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