

# MARY FETHEROLF CONTENT SERVICES

## WRITING SAMPLE

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### Wordee Campaign Pitch

**Campaign Title:** Better Support for Diverse, Emerging Creatives – Globally

**One-liner for Search Result**

Help us expand opportunities for a diverse, global community of emerging content creators.

### What We've Done Already

We've created **Wordeee**, a digital platform with the power to redefine the future of book publishing. It's built on the notion that the global digital playground generates exciting opportunities for creative talent to connect with their audience. This platform is live already, and ready to graduate now from our successful "soft launch" to full-scale public introduction.

Wordeee is a store, a social media platform, and a literary hub to support emerging creatives and enable the growth of their reading tribes. Creating, publishing, distributing, marketing, and connecting all happen on Wordeee. Our platform offers a superior alternative for serious authors to publish and market their work, one that provides a **more generous return for authors' efforts** than other publishing models.

Wordeee provides a dynamic social space where authors and readers build real relationships. Wordeee empowers authors with tools to build global communities to promote their work through posts, audio and video updates, social media connectivity, instant messaging, and events. Beyond authors and readers, and with your support, the platform will grow to engage actors, composers, musicians, designers, directors, and producers as Wordeee **promotes content from the page to film, television, and theater**. We free the words from books, and move them into any medium the books will support!

[This 4:32 minute video explains how Wordee works for authors. We're building similar features for other creators.](#)

### Why We're Doing It

**Our vision** is to expand opportunities for a broad, diverse community of creators. The commonality of human experience spans cultures, and widespread sharing will lead to a better world. Stories have the power to promote cultural understanding, the recording of history from a broader range of perspectives, and peace. When diverse artists tell their stories and expand their reach to the global digital community, cross-cultural understanding will be the result.

**Our mission** is to enable creators not only to tell their stories, but also to propel their content beyond the written word. Today, authors may hope their work will be translated to film, television, or theater. Our fully-built platform will support more active attention from the entertainment community, and empower authors to pursue these opportunities from within Wordeee.

Our vision and mission are so important to the Wordeee community that we can't consider welcoming investors who might want to modify what Wordeee is meant to do.

**The value of the crowd economy** is in creating intimate and targeted services to a specific audience, leading to greater reach and success. Your support now will determine whether we can grow Wordeee's content and membership to become the self-sustaining environment for creators that we envision.

### What Comes Next

The Wordeee team has spent the past 18 months developing and testing the platform with early adopters. All efforts so far were funded by the founders and their supporters. Now, we are ready for Wordeee's public unveiling.

- It's time to generate and promote a critical mass of content.
- It's time to get the message out on social media to grow our community.
- It's time to expand the core platform we already have, to deliver all the features that support our mission and vision.

### How the Funds Will Be Used

The funds we are raising here will pay for:

\$18K	Marketing strategy
\$19K	Social Media Campaigns on Instagram, Twitter, and Facebook
\$10K	Production of promotional copy, images, and video
<u>\$10K</u>	Developing new features to complete the platform
<b>\$57K</b>	<b>TOTAL</b>

### Who We Are

We're Marva Allen and Patrice Samara. We founded Wordeee and directed its development with an international team. Between us, we've been authors, filmmakers, publishing agents, bookstore owners, television personalities, and technologists. From our own stories, we know how challenging the commercial landscape is for creatives.