



# WRITING INFORMATION

Anthea Van Der Pluym - Portfolio

## PERSUASIVE WRITING

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My technical writing, B2B writing, copywriting, and web content skills are available to benefit your business. Read what my clients have to say, view content samples, understand my writing process and see fee structures up front.

I look forward to being able to work with you!

## TESTIMONIALS

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### Siemens: Industry, Corporate and ICT BU's (2000-2007)

"Anthea worked for us over a number of years, and was a great contributor to our Business Units' profitability and success. As part of her responsibilities she produced the following documentation.

- Market Research, and Business and Competitive Intelligence Reports on Medical Equipment, Financial, Industrial Automation, and Oil and Gas markets.
- Board of Director Reports on the following in house projects, i.e. Corporate cost savings, HR Cost to Company Remuneration, and the Restructuring of our Energy and Industry Service.
- Change Management Materials for PM@Siemens, the project management system.
- Senior Management Workshop communications.
- The annual Portfolio Analysis of Siemens Ltd. over 5 years, (three years running) with specific emphasis on the impact of acquisitions, mergers and divestures on overall positioning, financial strength and competitiveness.
- The internal Staff Survey (SESI)
- The Automation and Drives Logistics Report (R450 m) across sales, purchasing, warehousing and expediting.
- She consulted and designed Contact Center Solutions (Siemens HiPath Procenter Solutions) documentation for Industry, Finance and Retail business processes.

**Graham McLeod – Focus Group Manager: Siemens Communications.**

### Medical Insurance -Discovery Health Ltd.

"Anthea assisted us and made a strong contribution to our team over two years. She produced among others, the following documentation:

- Client service's call center processes and operating procedures.
- Strategic plans to improve customer service.
- Quality management system reports within client services.
- Training materials (print and digital) for the Quality Improvement Programs."

**Stephen Mitchley: General Manager: Client Services**

### The Oxford Partnership: Arar Colleges of Excellence (Saudi Arabia)

"Anthea was responsible for the Curriculum Design and Documentation of Vocational Business Training in our Arar and Sakaka Colleges of Excellence during 2016. She received recognition for Best Practices, 2016 from the Colleges of Excellence." (Kingdom of Saudi Arabia VET program)

**Sarah Bradley: Principal: The Oxford Partnership (Arar and Sakaka)**



Financial Services: [Cashkows.com](http://Cashkows.com) now [Finglobal.com](http://Finglobal.com)

“As an intelligent and well-educated individual, Anthea has a strong orientation towards analytical and research environments and pays careful attention to detail.

As part of her responsibilities in both the operational and marketing functions of the organisation, Anthea drafted or was involved in creating many of the standard English write-ups or proof sheets for client communication templates, campaigns, brochures, social media messages and other corporate communications. Her attention to language, spelling and grammar quality of English, as well as her practical sales, and application of this skill and experience proved to be valuable to our organisation.

Anthea displays an awareness and appreciation of both softer and technical needs of those parties she engages with, which include a wide range of individuals and teams (such as clients, partner organisations, internal system users and software development or IT staff).

All the above attributes and traits should, in my opinion, more than qualify Anthea for any position where a high command of the English language is required, whether it be in writing, training, teaching, or a business development capacity.”

**Mark Kahts - Operations Director (FinGlobal.com)**

## BIOGRAPHY

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I completed my graduate and post-graduate degrees in my late 20's, married and had a son. My career path was within Corporate for the first ten years, and later in medium sized businesses. In 2014, I made a significant shift to freelance work, and enjoying a more balanced lifestyle after a physical attack left me severely burnt. My freelance career now consists of public speaking in the humanitarian and marketing industries, I write and train for my clients, and travel regularly. I have worked in South Africa, Germany, the Middle East and Canada and enjoy the multicultural and dynamic marketing environments they provide.

In my leisure time, I am a keen slack packer, scuba diver and oil painter.

## WEBSITE CONTENT AND WRITING SAMPLE

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[FinGlobal.com](http://FinGlobal.com)

[Anthea Van Der Pluym](#)

[Slackpacking Fun](#)

## Sample Sales Promotion Email

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Please see attachment.



## MY WRITING PROCESS GUIDELINES

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I enjoy working closely with clients, and typically follow this process.

### 1 – Client engages my services

- The Client proposes a written project/job to me, and outlines scope, and timing.
- I quote based on the scope of the project, the client accepts the fee and 50% deposit terms.
- The Client provides a formal letter of engagement, with a non-disclosure agreement, and I begin work.

### 2 - Initial project scope

- The Client provides information on their potential audience, as well as any known characteristics of the audience.
- Client provides access to relevant product documentation, and company information.
- The Client outlines the business objectives that they want to achieve, i.e.
  - Provide a management report on a specific project, or create instructional material such as how-to guides, manuals, etc.
  - Create marketing content for a web page or product promotion.
  - Generated orders through lead pages.
- We agree the expected output, i.e. format, structure, resources and timeline of the written project.

### 3 - Research

I collect and research online and offline documentation to provide further background and fresh input for the project.

### 4 - Online interviews (Zoom or Skype)

I meet face to face with key individuals who can provide further insight into the project content or client audience.

### 5 – I write the first draft outline, and discuss it with my client

I provide a first draft to the Client, outlining my findings and general direction of the writing. The Client provides their input, and agrees final direction.

### 6 - I write the final draft and provide to my client within timeline.

This is the longest part of the project, and includes editing, source and fact checking.

### 7 – Invoicing

On completed delivery of the project, I provide an invoice to my client.

### 8 - Payment

Client pays me the balance of the invoice, for the delivery of written project, via direct bank transfer or PayPal.



## SCHEDULE OF ESTIMATED INVESTMENT

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WEB CONTENT AND ONLINE SERVICES	FEE RANGE
1. How 2 Guide or Tour Provide helpful guides explaining how a product, service or site works.	\$500-\$750
2. Blog Post Single, topic specific blog posts, written for readers and SEO	\$250-\$500/post
3. Stand-alone Email Reach out and grow sales with special promotions, invitations and more.	\$500-\$2000
4. FAQ's Answer common questions asked by customers	\$500-\$1,000
5. Special Report Attract email sign ups with valuable downloadable reports	\$2000-\$7,000
6. E-book Provide highly useful information to customers via electronic guides.	\$2000-\$7,000
7. Annual Report Make sure that the company overview is uniquely appealing to investors.	\$2500-\$3,500
8. Training Manuals (non-software or technical) Provide effective training materials for call centers, processes etc.	\$2000-\$6000
9. Employees/Human Resources Materials Explain employee benefits info/guidelines to workers at all levels.	\$2000-\$6000
10. Welcome Packet Help members/subscribers understand all the benefits and operating procedures.	\$2000-\$5000



**You'll think you've died and gone to heaven...  
Enjoy local seafood, South African favorites, and fine wine with  
panoramic views of Walker Bay  
If you go this weekend, you'll get 20% off.**

I guarantee you'll feel like you're in heaven, once you've tasted the fabulous food of this old harbor restaurant in Hermanus.

Picture this...

The restaurant was formed from two old cottages built of stone and clay in 1875, and is the oldest historic building in Hermanus. With its thick farmhouse walls and Cape Dutch design, it sits as serenely as an old Duchess above Walker Bay, with a 180-degree view of the beautiful Walker Bay – home of the Southern Right Whale. Mystery and romance surround the old building, and while the Cypress tree of the original Cypress Tea Garden was destroyed in a storm, the modern name change to Burgundy by Tim Hamilton Russel carries the legacy and history of age old wine making in the region into today. The Burgundy Restaurant is a modern-day marvel of great food, exceptional wines and unsurpassed views.

If your preference is for seafood, you'll be pleased to know they offer only seafood taken from local waters daily. You can enjoy oysters, mussels, crayfish and line-fish, with the sun warming your back, a light breeze blowing, and a chilled glass of Gabrielskloof Savignon Blanc in hand.

If you don't feel like seafood, this award-winning eatery will tempt your taste buds, morning, noon and night.

- For breakfast, choices range from healthy muesli and yoghurt to Banting breakfasts, classical bacon and eggs, eggs benedict and move onto traditional South African dishes such as 'Geelperske boerewors'.
- I personally find lunch a challenge... Again, it's the tons of choices - with salads, sandwiches, wraps and burgers offered alongside platters, seafood, pasta, meat and poultry. I've personally tried the 'Patagonian calamari with peri-peri, served with coconut infused jasmine rice', as well as the 'Curried lentils served with steamed vegetables and grilled haloumi cheese'. Both dishes were delicious.
- Vegetarian options abound in the menu, with dietary needs taken into account. Gluten free artisanal breads are offered as well as muffin, panini's and croissants which are all baked daily.
- Knowing your interest in South African cooking, I thought you'd be especially wowed by the dinner menu, (geared for discerning taste buds). The Burgundy Restaurant makes a point of showcasing many South African meat dishes, with the influences of 'Cape Malay', 'Portuguese' and 'Boere' cooking thrown in.



- Starters are plentiful and portions are generous. Choose 'Soup of the day', 'Tiger Prawn Tempura' and 'Springbok Carpaccio' amongst others.
- For mains - my personal favorite is the platter for two – (South Africa with a knife and fork) as its fondly referred to. A meat and seafood lovers delight, this platter consists of 'Bobotie spring rolls', 'Skilpaadjies', 'Springbok carpaccio', 'Chicken liver brulee', 'Lamb soutribbetjie', 'Fish cake' and 'Smoked Franschoek Salmon Trout'. An adventurous extravaganza for the palate...
- Should you prefer the more classical dishes, you'll still be impressed. 'West coast Mussels', 'Tiger prawns', 'Beef fillet with green peppercorn sauce', 'Lamb shank' or 'Chicken schnitzel' all come served with a choice of starch, and steamed vegetables or salad.
- Desserts range from 'Tangy lemon meringue and berries', 'Berry panna cotta', 'Date and Cape brandy pudding' or 'Apple tart tartin with almonds and ice cream/cream'.
- Do you prefer to forgo sweet for savory? They have a delightful cheese platter with 4 locally sourced 'Kleinriver cheeses' with crackers and preserves. If the 'Overberg' doesn't delight you, I suggest you ask for the 'Oak Smoked Stanford'.

As if this is not enough, there is a stunning array of Hermanus Valley award winning wines to choose from. Within this wine export region and tourist mecca, the Burgundy scooped a few John Platter recommendations. From 'Attaraxia's award winning Chardonnay', to 'Hermanus Pleterfontein's Merlot' and 'Newton Johnson's red blend, Full Stop Rock' they are each a delight to taste.

Inside the restaurant, the ambiance of the clock room – the solid architectural tones of the structure – the incredible views – and the non-stop feeling of people out having fun, combine to make this my favorite restaurant.

The Burgundy has received a Certificate of Excellence 2017 from Trip Advisor, and has fabulous reviews from 88% of its 2100 reviews. These are some of the global reviews they received in the last few weeks.

#### Nice Beachfront Restaurant – C Burgener

The restaurant is professionally led. Excellent food and friendly service. The quality is really tops, and the location in the center of the cozy town of Hermanus.

#### **Saturday Night - The Patricks2 – Belfast and London**

We called in on a Saturday night, and it was not busy when we arrived, but 30 min later it was packed with customers. We had the ostrich and hake - both very tasty and well presented. We finished with lemon meringue, and date and cape brandy pudding. They were also both delicious. The staff were very helpful and pleasant, and we definitely recommend the Burgundy.



**Culinary Feast - Janus R – Aston Bay**

What a feast with excellent food, wine and service! The prawn starter was delicious, and complemented the seafood pasta and the wine suggested by the waiters.

**A Must Visit Place to Eat - Rumbellis – Ipswich UK**

We were very fortunate that our hosts at Les Baleens kindly booked us a table at this fabulous restaurant, as it appears to be popular. There's a good reason for that, the menu, service and food was superb. I ate Ostrich for the first time and thoroughly enjoyed my visit.

This weekend the Burgundy just happen to be offering their quarterly special dinner offer where they will showcase their South African menu, and offer a complimentary glass of Gabrielskloof Wine.

I'd love you to join me in this incredible taste journey, and enjoy their 20% off special.

What do you say? Yes?

Warm regards

Tanya Tiefentaler

I Love Hermanus

P.S. Early bookings also secure the best views of Walker Bay and the whales.

