

LES COHEN

*Experienced, Expert Level Writing and Editing Services
For Business, Non-Profit and Political Clients*

Hi. I'm a writer and editor who, for more than two decades, has written and helped produce all manner of non-technical documents, advertising copy and content for corporate, political and other non-profit clients. I have a doctorate in Economics.

My corporate name is *Writeaway Services*. Descriptions of the client programs and services I offer can be found on my website, **Writeaway.us**. Samples of some of what I've written for published op/eds and for political and business engagements are at **MissingThePoint.us**. Samples of my creative fiction can be found at **LesterRay.com**. My LinkedIn profile and posts are available at www.linkedin/in/les-cohen-58b142b6.

If my years in the business have taught me anything, it's that hiring a person or company to write or edit important material is a weighty decision. In no small way, you're asking someone else to speak for you, personally, or on behalf of your company or organization. It's a lot of risk that you're taking – and a responsibility that I take very seriously. I understand what's at stake. Working together with you and your staff, I'll produce superior, well-informed, more effective material – in your voice, not mine – that your audience will find compelling, that will enhance your reputation and help you accomplish your objectives.

Writing. I write and edit all kinds of non-technical pieces, from palm cards and thirty second TV and radio commercials, to speeches, fliers, brochures and mailings, website content, position papers and proposals for financing, as well as company documents and proposals related to operations, sales and raising capital.

I use language to help you sell your goods, services and ideas, raise the money you need from lenders, investors and contributors, and grow your business. I'll help you get elected and give your initiatives and campaigns – whether they are political or commercial – a significantly greater chance of success.

I'll help you plan, write and edit your materials. If need be, I'll even do the research to make sure the words I give you are sound – not just clear and effective, but also accurate. And if you need help with production, including mailings as well as radio and TV commercials, I know who to call.

It's not just about you hiring me and then I'll get back to you. No. We're a team. I'll work with you and your staff to develop superior products – because, at their best, successful writing and editing are collaborative efforts.

Editing. You don't need to hire anyone to look for typos and grammatical issues. By “editing,” I'm talking about a process that includes specific comments to enhance the content, structure and the language of what you've written, with detailed changes that I

recommend to improve the clarity, flow and effectiveness of your piece. Think of me as the second set of eyes that can make the difference between success and failure for your initiatives.

Interested? Contacting me by phone or email doesn't cost you anything. We'll talk and find out how I can work *for you* and together *with you* to improve the quality of your written materials.

I'm based in Columbia, Maryland, between Baltimore and Washington, serving clients throughout the mid-Atlantic states and then some. If you and your people need me to be where you are, in person, we'll make that happen. ...Cross-country? That's what planes are for.

Needless to say, all inquiries and the work I do for my clients – *even the identities of my clients* – are strictly confidential. And I never accept engagements with more than one candidate running for a given office or with more than one company competing in a specific market.

Let's talk about what you need. Give me a call or send a text or email. I'm looking forward to hearing from you.



Les Cohen, Writer/Editor

443-621-3880

Les@Writeaway.us or LesCohen1@gmail.com



Les Cohen is a long-term Marylander, having grown up in Annapolis. Professionally, he writes materials for business and political clients from his base of operations in Columbia, Maryland. He has a Ph.D. in Economics and substantial political and commercial experience.

Writeaway

Communication is everything.

What exactly do I do for my corporate and political clients?

1. Writing.

Primarily, I write original materials to help my clients accomplish their objectives, to effectively convey the points they are making to their target audiences of lenders, contributors, customers and voters. To no small extent, what I write in concert with my clients enables them to win instead of lose and for their initiatives to succeed instead of fail.

2. Editing.

Starting with materials that my clients have already written, I sharpen their messaging using language that makes their arguments easier to understand, more interesting and compelling. Not incidentally, I check the underlying research to make sure that my client's statements are accurate and that the outcomes they might promise are likely to occur. When all is said and done, nothing sells more effectively, nothing is more convincing, more powerful than a clear, straightforward statement of the truth.

3. Research.

I work with my clients to do non-technical, non-scientific research and analysis to develop programs that really will work for the benefit of their corporate customers and political constituents.

That's what I do. Not alone, never independently of my clients, but always as a collaborative effort with management and staff.

I do not charge my clients by the hour, but by the engagement, paid monthly for longer-term relationships. Engagement pricing varies depending upon the specific nature of the work and client type. By "type" I mean that I tend to charge non-profit organizations, small businesses and local campaigns less for the same work I might do for a larger, for-profit corporate or political client.

Depending upon the circumstances, I often do initial work "on spec," to demonstrate the quality of my work at no cost to a new client. Satisfaction with the services I provide is always guaranteed.

I avoid conflicts of interest, if any, even if it means walking away from significant income.

I never use AI for writing or editing client materials.

Everything I do for my clients is strictly confidential, including whatever I might learn about their businesses and campaigns – and even who my clients are or have been.

Never hesitate to call or email me if you have any questions or would like to discuss a specific project.

A handwritten signature in black ink, appearing to read 'Les Cohen', with a long horizontal flourish extending to the right.

Les Cohen
443-621-3880
Les@Writeaway.us

Additional Notes...

In addition to information provided in my resume above, please note that I charge either by the hour or engagement. Rates vary depending upon the nature of the job and client. I sometimes charge smaller non-profits, for example, less than I bill larger for-profit clients.

Turnaround depends upon the specific tasks, of course, but I am especially sensitive to client situations when the need for high quality product is more or less immediate. Hence the name of my company, Writeaway.

While I am generally not available to work full-time for extended periods, I do manage my schedule to accommodate clients in need of part-time support on a recurring basis.

The work I do for my clients is best described as freelance. As such, my clients do not pay employee-related tax nor do they provide employee benefits as part of my compensation.