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.....

I know you.

And I know who you're working for.

.....

Words inspire action – welcome to copywriting.
Yet without an understanding of your target market,
it's all meaningless.



By exhaustively studying you
and your client's industry, audience, and goals,
my words are able to bring impact
to your core message –

Because a **great copywriter** listens
far more than he speaks.

.....

I've had my turn to speak. **Now it's yours.** 724.953.2540

.....



Schultheis Electric

Schultheis Electric is a full service electrical contractor serving the Greater Pittsburgh region.

With our large client base of both commercial and industrial clientele, Schultheis has the experience to deliver cost-effective project solutions.

Industrial, Commercial, and Residential Electric

With specialties in medium & high voltage and industrial services, Schultheis electric is exceptionally qualified for commercial and residential needs too! At Schultheis, we offer all-encompassing solutions to your every electrical need.



Quality, Commitment, & Assurance

With every job, without compromise, we offer:

Quality that is unsurpassed

At Schultheis Electric, we know lasting quality demands both the highest-grade materials and the experienced hands to bring your project to completion.

Commitments That are Never Broken

Our commitment to your company goes beyond technical skills and depth of experience. That's why our projects are finished on time and on budget.

Assurance for You

Each project is treated as an opportunity to build a lasting relationship. From safety and cost-effectiveness to the highest value for your dollar, Schultheis Electric delivers.

Browse our site to learn more [About Us](#), our [Electrical Services](#) and our [Company Strengths](#), and then give us a call at 1-800-669-5373, or use our easy-to-complete [contact form](#) today!



Client:

CME Websites Schultheis Electric

Latrobe, PA

Full Website Rewrite
Excerpt is the **home page**.

Project Goal
To provide all new web content for a full, 16-page website.

Priority was placed on attracting commercial and industrial business owners, while still appearing approachable to residential clients.

Project Results
Completed on 9/9/2014

www.TSBInc.net



Client:

Prizm Riot, LLC (Prospective Business Venture)

Printed Market Research Survey

Project Goal

To write, design, and implement a market survey, exploring which features of a home audio system were most valued by the college-aged, Generation Y demographic.

Project Results

Over sixty participants provided invaluable information that later shaped the product-design stage of business development.

Gender:

- ☐ Male
☐ Female

Are you currently/did you at one time pursue any type of music technology degree program while in college?
☐ Yes ☐ No ☐ Did not attend college

On average, how many nights per month do you host events in your place of residence for which you require a home sound system for entertainment?
☐ 0 ☐ 1 ☐ 2 ☐ 3+

What level of importance do you place on having a quality home sound system in your place of residence?
☐ High ☐ Average ☐ Low

What is the MAXIMUM amount that you would be willing to spend on your ideal home sound system?
☐ ≤\$125 ☐ \$150-\$225 ☐ \$275+

Would you rather have a high volume/high bass party sound system, or a normal volume/bass living room sound system?
☐ High Volume ☐ Normal Volume

What is your current university status?
☐ 1st Year ☐ 2nd Year ☐ 3rd Year ☐ 4th Year ☐ N/A

Directly below is a home sound system, which we will call Product A. Beneath Product A is a series of alternate products that are completely identical to it, save for the described differences. For each alternate product, please compare it to Product A and fill in the check mark that best describes how YOU feel that the two compare in value. **Value is NOT how much you feel that the product should cost**, but rather how appealing it is to your own personal tastes and preferences, and how compelled you would be to purchase that product. Then, inside each green box with a dollar sign, please tell us how much more you feel that each alternate product is worth than product A (i.e. if system A costs x amount, how much **more** should each alternate cost).

Product A:

Only Comes in one color: black • 2 speakers, one subwoofer, one volume control • 300 total watts • Several different input types



Product B:

Buyer is given the option to choose from different color choices: i.e. red, blue, green, purple, yellow, orange, etc.



In my PERSONAL OPINION, this product has _____ Product A.

☐ about the same value as ☐ a little bit more value than ☐ much more value than ☐ even less value than

Product C:

Buyer is able to choose to have a personalized graphic/logo placed on the side of the speakers

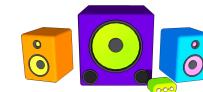


In my PERSONAL OPINION, this product has _____ Product A.

☐ about the same value as ☐ a little bit more value than ☐ much more value than ☐ even less value than

Product D:

Entire system's color can be personalized, including both the cabinets and the speakers themselves



In my PERSONAL OPINION, this product has _____ Product A.

☐ about the same value as ☐ a little bit more value than ☐ much more value than ☐ even less value than

Product E:

The speakers and subwoofer are wireless, unlike Product A



In my PERSONAL OPINION, this product has _____ Product A.

☐ about the same value as ☐ a little bit more value than ☐ much more value than ☐ even less value than

Product F:

This product has glowing LED lights built in, which can be set to pulse to the beat of the music. Buyer chooses which color they want the LEDs to be upon ordering.



In my PERSONAL OPINION, this product has _____ Product A.

☐ about the same value as ☐ a little bit more value than ☐ much more value than ☐ even less value than

Product G:

Unlike Product A which has multiple inputs and features, Product G only has one or two basic ones. Instead, Product G gives the buyer the option to purchase easy-to-install expansion modules. This makes the initial base product cheaper than product A, and also allows the buyer to only pay for which inputs/features that he or she truly needs. Examples of possible modules include wireless connection, Bluetooth, an iPod Dock, a CD Player, etc.

In my PERSONAL OPINION, this product has _____ Product A.

☐ about the same value as ☐ a little bit more value than ☐ much more value than ☐ even less value than

When you are buying a sound system, is it important to you to have surround sound?

☐ Yes ☐ No



Client:

CME Websites Dr. Scott Hudimac

Latrobe, PA

Website Content Update
Excerpt is one of four new pages.

Project Goal
To provide the content for additional web pages that would reveal recent growth of the practice.

Emphasis was placed on positioning the business as one that is dedicated solely to patient comfort.

Project Results
Completed on 9/25/2014

Awaiting publication.

CAESY Patient Education

Nobody feels comfortable when they're asked to spend money on something that they don't fully understand.

Even worse is being asked to undergo a medical procedure that isn't fully understood. That's why here at the office of Dr. Scott Hudimac, we've decided to partner with Patterson's CAESY Patient Education program.

Receiving the Right Dental Information

CAESY Patient Education is a program that was developed specifically for dentistry patients like yourself.

- Using in-office video screens, free print outs and DVDs, and even online videos, the program aims to teach you everything you need to know about your dental health.
- You will receive free access to a wealth of information that's put into straightforward terms – specifically that which relates to any procedures that we might suggest or dental health concerns that you might be facing.
- Without any confusion or doubt, you'll be left with the confidence to make the best choices for your personal dental health, which is what we're all about.

Call Dr. Scott Hudimac's office at 866-300-3812 today, [contact us](#), or learn more [about us](#) and our mission to provide you with the finest in dental care, with only your comfort in mind.

Suggested Meta Code

Page Title: Free Dental Educational Materials from Dr. Scott Hudimac in Latrobe, PA

Keywords: Dental, Education, CAESY, Information, Patient

Page Description: Dr. Scott Hudimac in Latrobe, PA | Ensuring the utmost patient confidence through CAESY Patient Education



Tri-Fold Brochure
Excerpt is the inside fold.

Project Goal
To attract a new target demographic: houses of worship.

Client: Demmer AV Solutions

Columbus, Ohio

YOUR AV NEEDS

(Image 1)

Audio, Video & Lighting

Be it a new sound system to have your voice heard, a lighting array that will help direct attention, or a projection system to keep your congregation in union, Demmer AV Solutions has the expertise you need.

Demmer AV Solutions does precisely what it's name implies - we find solutions. But when so many audio-visual issues can be prevented, why not take action? We successfully save clients thousands of dollars through our tailored preventative maintenance programs.

Preventative Maintenance

(Image 3)

Advanced Technical Training

Our knowledge is not our own to keep. We provide advanced technical training courses that are aimed at updating your more experienced technicians' skillsets and also bring the new guys up to speed. A perfect option for volunteer-based ministries.

OUR FUTURES: HAND-IN-HAND

Your Voice

From our years of experience in the audio-visual industry, Demmer AV Solutions has come across some undeniable truths. But none have proven themselves as true as this: never forget who you're serving.

It's not about us creating breathtaking light shows or heart-pounding sound systems. It's about the people that you touch on a daily basis, and what *they* require to fully receive the message that awaits them.

Your Needs

We take pride in our ability to listen to our clients' goals. Demmer AV works with you to design, install, and maintain the system that will best enable you to fulfill the mission set before you.

Any AV company can sell you a cookie cutter sound/lighting system - all that takes is a good salesman. We don't care about good salesmanship. We care about good partnership.

Your Success

Our success is very much tied to yours in having your message heard. In our minds, our futures lie hand in hand, and that's about all there is to it.

Call us today at 614.354.0389 to learn more.

-DEMME AV SOLUTIONS





724-863-4261



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Non Profit Accounting

At Albanese Sinchar Smith & Co., our primary expertise has always been accounting and bookkeeping services for non-profit businesses and organizations.

It's what we excel at, and it's our passion. Just as your organization is dedicated to helping the community, we'll do everything we can to help you with your bookkeeping, accounting, and auditing needs.

Why We're Qualified

The fact that your organization is tax-exempt is but the first of many differences that accountants must keep in mind when serving their non-profit clients.

Some distinctions between for-profit and non-profit accounting, in which we specialize, include:

- ✧ The safe setup of tax documents that are accessible by the public, ensuring both member safety and a clear, comprehensive presentation
- ✧ Capitalizing and depreciating unique asset types (from zoo animals to library books and more)
- ✧ Using modified cash-based accounting systems not familiar to other business models
- ✧ Properly classifying unique expenses, based on the type of non-profit
- ✧ The accounting of contributions and gifts

Not only do we provide bookkeeping services to our non-profit clients, but we also offer services aimed at helping in the many other facets of your organization, including:

- ✧ [Payroll Tax](#)
- ✧ [Startup Services](#)
- ✧ [Audits](#) (including [Yellow Book audits](#))

[Contact us](#) today to learn more about the outstanding services we offer for your 501(c) (3) organization.

We Serve All Non-Profits

Our associates have worked with many types of 501(c) (3) organizations over the years, and have the experience necessary to help entities such as:

- ✧ 501(c) (3) organizations, including charitable, educational, and religious institutions
- ✧ Social groups
- ✧ Foundations
- ✧ Political organizations
- ✧ Labor Unions

Let our experience, expertise, and passion aid your non-profit in better reaching its financial goals. Call us at 724.863.4261 or [contact us](#) today to learn more.



Client:

CME Websites
**Albanese, Sinchar,
Smith & Co.**

North Huntingdon, PA

Full Website – New Content
28-page site; excerpt is the
Non Profit Accounting page.

Project Goal

To position Albanese, Sinchar, Smith & Co. as the North Huntingdon area's one-stop shop for non-profits, small businesses and individuals with accounting concerns.

The unique selling proposition for this project was that the firm stands by its clients as a year-round advisor.

Project Results

Completed on 12/13/2014

www.ASandSCo.com