About Sara Haley



Sara Haley is a mother, a freelance provider, and a published eBook author.

In her early years, her love of writing inspired her to write freelance articles for Suite101 and Planned Parenthood when she was only 15 years old. Her success led her to various writing positions, both

online and offline, including an internship with the local newspaper.

Diverted from her writing career after she graduated high school, she pursued an English degree in college and stepped foot into the world of graphic design and desktop publishing. The combination of these skills, in addition to her self-taught abilities to create and manage websites, led her to freelancing her skill again online—but this time, with much more fervor.

Her ambition to work in various skill sets, including data entry and audio transcription, led her to the endless opportunities of oDesk. With a profile

write-up and a picture, Sara Haley quickly snagged her first position on oDesk and has never looked back.

Of course, over time, she has spent some time focusing on her beloved writing career, and has become the writer and editor for OmahaMoms.com and the national site HappyApping.com soon after. Along with maintaining these sites, she also posts her work elsewhere on the web. Along with oDesk, her professional career took off from her home while wrangling children.

At such a young age, Sara Haley has made a name for herself, both locally and nationally, and has written a series of eBooks delving into the freelancing world of oDesk. Her books have been recognized by oDesk themselves, and led Sara to be a guest blogger for oDesk's community blog.

Sara Haley can be contacted through oDesk or through her website at sarakhaley.com. She can also be emailed at sarakhaley@yahoo.com with any questions, concerns, or information on her services.





While I have done straight HTML websites in the past, I have found that Flash has become the gold standard in website design over time. I have worked with Wix.com and discovered that it works great for numerous kinds of business websites. I have designed my own site with it, as well as other company sites, and have experienced great results. I am able to compile Wix websites for clients who are looking for a great way to showcase their products and services to others on the web with an eye-catching Flash site.

Please note: Since creation, website owners may have made their own changes to the site that were not initially done by me. Future edits may not reflect the work I had already completed on the site.

SaraKHaley.com

This is my own website that was created with the Wix interface. Photography and content by Sara Haley.





The Playful Pup playfulpupsomd.com

The Playful Pup doggy daycare website was created to be both fun and functional. For this client, I also designed their logo, as well as their entire website. Most of the content was provided, and many stock photos of dogs and puppies were used to complete the clean look the client requested. The entire site ties together with white, red, and black, and has a fresh and fun feel throughout.

Blacksheep Photography sjlamb01.wix.com/ blacksheepphotography

The owner of Blacksheep Photography of Omaha approached me to create a website to display his past photography. On this site, I created an easy-to-browse interface, as well as a clever at-a-glance portfolio of his favorite images from his career.





Bellevue Fine Arts Center

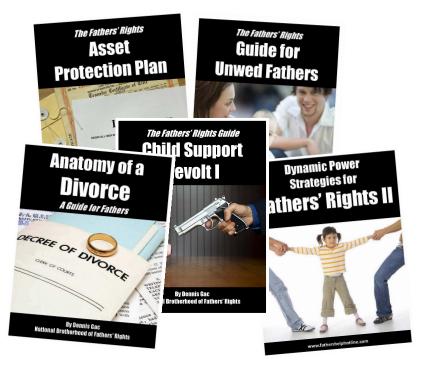
bellevuefineartscenter.com

This local client requested a simple website with information for his dance studio. He wanted a site that reflected class and elegance while being modern and clean. The design is done to be easy to read, simple to navigate, and beautiful. Colors of black and maroon were used to create this design and integrate photos, videos, and information for new and existing students of the studio.



As a previous desktop publisher before entering the freelance world, I took great pride in creating digital masterpieces with a software program, some stock images, and my imagination. Several clients have hired me to complete eBooks, and I have completed a few of my very own as well, from content to finished creation.

Please note: Quotes for eBook design can be very difficult, considering there are many variables included in the creation of one. The number of pages, extent of the layout, purchase of stock images, and written content need to be taken into consideration when quoting an eBook project.



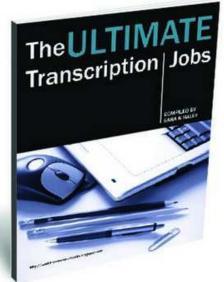
National Brotherhood of Fathers' Rights

A series of 12 eBooks was created from previously written content. The books were laid out and designed from front to back, including matching covers to complete a full set of eBooks with a consistent design and appearance.

Albert Mensah

Public speaker, Albert
Mensah, contracted me to
create a series of eBooks on
leadership, success, and
online marketing. They
were all created with a consistent look throughout.



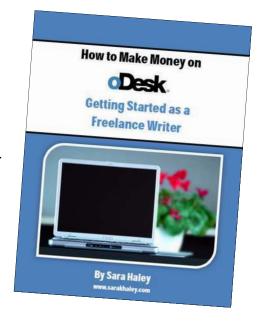


The Ultimate Transcription Jobs

As a transcriptionist, I compiled a list of over 450 actively hiring transcription companies, checked with the BBB and sorted in this eBook for easy searching.

How to Make Money on oDesk

I created a series of eBooks to help individuals get started on the oDesk freelancing site. It was recognized by the company and led to an invitation to write a contributing blog post for the oDesk community.



Digital Audio Transcription

Digital audio transcriptions are done in order to provide written content from an audio file. Interviews, market research groups, and podcasts are all common examples of files that can benefit from transcription. Many audio files are transcribed in order to provide content that can be placed on a company's website to help with search engine optimization.

Contact Sara Haley with a sample clip of your audio in order to receive an accurate quote for your digital audio transcription.

StartingABiz.com

The owner of StartingA-Biz.com contacted me for transcriptions of his podcasts. He used the transcriptions on his site in order to provide an alternative way for his viewers to obtain the information and to help with search engine optimization.



Albert Mensah

AlbertMensah.com

Albert Mensah is a success and opportunity coach that is available for hire to speak at conferences and assemblies for both youth and adults. I was hired by Albert to transcribe several of his speeches to utilize in eBooks and on his blog for SEO content. I have transcribed both video and audio content for Mr. Mensah in the past.

Hyperion Herbs

HyperionHerbs.com

The owner of Hyperion Herbs utilizes me on an as-needed basis to transcribe videos and audios of his educational series on Chinese herb tonics. He then uses the transcripts to post on his blog, his video postings, and to use for other printed content and materials.

Your Story Films YourStoryFilms.com

I have worked with the staff of Your Story Films in order to produce transcripts for inhouse use. They provide digital audio files to transcribe on an as-needed basis.



SEO Articles & Content

SEO is the brunt of my work. I write informative articles for publication on blogs, website content, or for clients looking to expand their SEO content on Ezinearticles.com. Here are a few samples of past content.

Save and Make Moola Saveandmakemoola.com/ shopping-guide

Client wanted to create shopping guides for his website. These are all separate articles about purchasing electronics, sporting equipment, jewelry, and other products.

Memory Central Improvememory.org

A client that runs ImproveMemory.org contracted me to write several articles on brain games, medications for memory improvement, and medical conditions that affect memory such as Alzheimers.







Credit Protection Pro Creditprotectionpro.com/ category/data-breaches

Client contracted me to write twice a month on new data and security breaches, writing short article summaries with specific keywords for SEO purposes.

Wine Club Expert WineClubExpert.com

The owners of the Wine Club Expert blog contracted me to write weekly wine-related articles. All the owner asked was that the articles related to wine, so all article ideas, titles, and content were developed by me.





Insurance-Comparisons.org
Insurance-comparisons.org/
auto-insurance-comparisonstips-to-finding-the-best-coverage

Company requested an article regarding tips and suggestions on finding the best car insurance coverage. Title and keywords provided by client.



There are several websites that I maintain in which I am the only writer and content provider. I regularly write for these websites, as well as find stock images and link to affiliate sites when necessary.

Omaha Stay-at-Home Moms Examiner OmahaMoms.com

On this site, I provide content that benefit my readers who are stay-athome parents in the local community.

National iPhone App Examiner HappyApping.com

This site provides personal reviews of various iPhone applications.

The Mod Mommy TheModMommy.com

This blog provides write-ups and affiliate links for modern parenting products, décor, etc.





I've always had a knack for conversational writing, and have offered my services for various clients as a contributing writer. I often have a more personal point of view on the subject and will include my byline.

ParentESource

http://parentesource.com/author/sara-haley/

I have written several articles for Parent ESource, which is a resource for parents of teenagers. I was contracted to write several pieces for the site, and continue to write when needed.

Tech on the Go

http://www.techonthego.co.uk/2011/04/iphone-app-reviewpic2shop-barcode-scanner-5-0-2183

Client requested several iPhone app reviews with a personal, casual feel.

Money Saving Mom

http://www.moneysavingmom.com/2012/10/31-ways-to-earn-extra-cash-before-christmas-odesk-day-22.html

I submitted a guest post for Money Saving Mom for their "31 Ways to Earn Extra Cash Before Christmas" series with a write-up on oDesk and free-lancing online.

Moms Get Real

http://momsgetreal.com/2011/04/me-time-for-the-single-mom/

I am a regular contributing writer for Moms Get Real, which is a site for advice and opinions for moms of all ages and stages. I focus on articles that deal with single parenting and divorce, and most of my content for Moms Get Real revolves around these aspects.

SpeckyBoy

http://speckyboy.com/ author/sarahaley/

Several articles were contracted for SpeckyBoy and the client's other desktop publishing sites.



Articles written for this client were about desktop publishing, website design, freelancing, and graphic design.

oDesk

http://www.odesk.com/blog/2009/11/the-power-of-feedback-get-started-freelancing-without-any-feedback/

I was asked by oDesk to write an article to help assist those looking to start working on this popular freelancing website. The article covered ways for contractors to snag their first job without yet having obtained feedback to show on their profile.

Internet Blog Creation

In order to be on top of your game when it comes to content creation, having a company blog is key. Many large corporations use blogs to provide informative tips and tricks for their customers, as well as create a sense of expertise and knowledge to increase customer comfort when working with your company. Blogs also help with Google site rankings, so creating and maintaining a blog is important. I have created and maintained several blogs for clients over the years.



The Mod Mommy The Mod Mommy.com

This blog provides write-ups and affiliate links for modern parenting products, décor, etc. I created this site on my own through Blogspot and have used it to highlight new and interesting modern products for parents and children.

Success & Motivation Blog Success-andmotivation.blogspot.com

A client wanted a blog to tie into his company site. He is a motivational speaker, so we used the dreams ambition pursue incentive encoura SUCCESS optimism reason persor ation circumstances plearning reality drive attitude positivity inspiration affirmation thappiness goals motivation affirmation affirmation thappiness goals motivation.

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blog to provide inspirational thoughts, as well as backlinks to his various social networking sites.

Fathers Rights Help Blog Fathersrightshelpblog.com

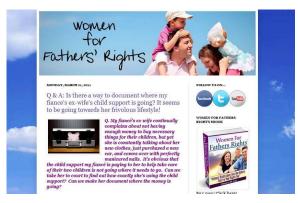
Dennis Gac, a father's rights expert, wanted several blogs to tie in with his business. This is one



of two blogs I created and maintained for his business in order to help improve communication with his clients, as well as help with Google ranking for optimal keyword phrases.

Women for Fathers Rights Blog Womenforfathersrghtsblog.com

To keep in line with setting up blogs for Dennis Gac's sites, he wanted to focus on a niche: women for fathers rights. I created this blog and we used it to cre-



ate an interactive Q&A guide for girlfriends, spouses, mothers, and sisters of those going through the court systems for fathers rights.

Photography

I have always enjoyed the art of photography, and have invested in the tools of the trade in order to capture some amazing times and memories! I have been commissioned to take photos upon request by clients, and have a huge selection of photos that I have taken on my own. If your company has a photo concept in mind, I can be contacted for images.













YouTube Video Creation

YouTube videos are a great way to reach customers that focus on audio/video content. Most audio files can be translated into easy-to-view videos in addition to being transcribed for easy Google searches.

Dennis Gac-Fathers Help Hotline

http://youtu.be/FTwMYXFz65Y

Dennis Gac was interested in extending his reach to YouTube with many of his audio files. I used these audio files in conjunction with images to create simple video files to advertise his site.

Omaha Moms

http://youtu.be/ V4bk87tWJjE

I created a quick video with music to compliment my OmahaMoms.com website with images and information on "Fun things to do with



kids in Omaha, Nebraska." It covers many of the main attractions in the area, including the zoo and children's museum.



Ghostwriting is when a contractor creates content without a by-line—and it is written under another company or person's name. I have provided ghostwriting services for many contracting companies, and here are just a few I worked on in the past.



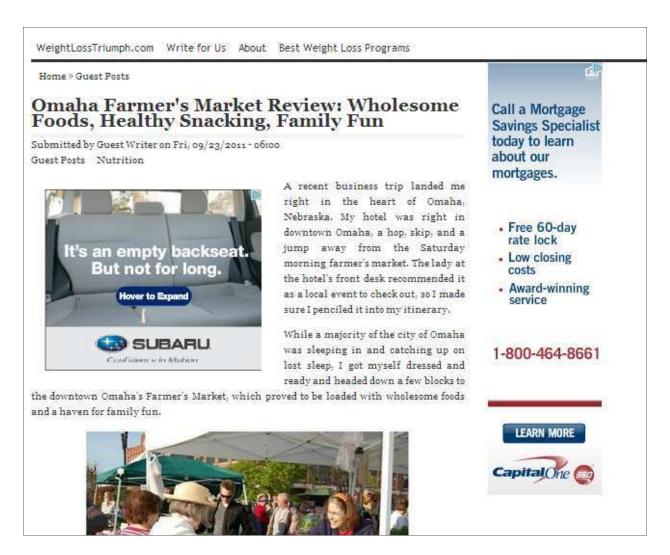
Dennis Gac—Women for Fathers' Rights www.womenforfathersrights.blogspot.com

Dennis Gac wanted to target women who were helping their spouses, boy-friends, sons, or other males in their life with their child custody battles. He wanted a blog maintained with Q&A style blog posts. These were all ghostwritten by me and posted to the blog I designed for his legal business.

Omaha Farmer's Market Review

http://www.weightlosstriumph.com/omaha-farmers-marketreview-wholesome-foods-healthy-snacking-family-fun.html

One client hired me to write about my local farmer's market and do so from the perspective of an out-of-town visitor. For this project, I was also commissioned to take photographs which were included in the cost of the job. The rights to the photographs and written content were transferred to the client and posted under his name.



Social Network Marketing

This day and age, you need to have a social networking presence to impress and gather customers. It is so important to communicate one-on-one with your customers through social networking sites such as Facebook, Twitter, Yahoo! Answers, and Pinterest. I have worked on several social networking sites regularly and can help bring your business into the 21st century! Social networking is important to keep any business in the know and in touch with their customers.

Never Pay Full Price neverpayfullprice.net

The owner of Never Pay Full Price was looking for Facebook fan page creation, as well as Twitter and Facebook status posts highlighting their best deals on their site every day. I maintained their social networking sites for them.



National Brotherhood of Fathers Rights FathersHelpHotline.com

Dennis Gac of the National Brotherhood of Fathers Rights hired me to market his site through social media sites, including Yahoo! Answers. After analyzing his site statistics, we found that a majority of his traffic started coming from these Yahoo! Answer posts, bringing in more visitors than any other social networking site.

Omaha Moms

OmahaMoms.com

As the owner and operator of OmahaMoms.com, I maintain both a Twitter and Facebook account for staying in touch with my readers and communicating with my fan base.

Fascinating Social Media Statistics

- According to Qualman, social media is the number one activity on the internet.
- One hour of video content is uploaded to YouTube every second!
- 84% of the time spent on a smart phone is used texting and surfing the internet.
- Facebook has well over one billion active users.



Web content of all sorts can be written. Many companies have contracted me to create product descriptions, email newsletters, and other content to post on their site or through customer emails.



Baby Haven BabyHaven.com

I have worked for the owner of the BabyHaven site for several years creating company profiles and product information for their online retail business.

Bikers' Den BikersDen.com

I contract regularly to write product descriptions and newsletter articles for Bikers' Den and their retail website.



Bedroom Furniture Lot BedroomFurnitureLot.com

I was hired through oDesk to create content for headboards with specific SEO keywords and ratios to advertise this particular client's retail website.





CurrentMoneyMarket Rates.com

A client requested a lengthy article to cover the different types of money market investments. It is used on the main landing page of their website for clients to receive more thorough information on various financial services.

Desktop Publishing ...

Desktop publishing is the creation of print content for marketing and advertising. Before becoming a freelancer, I worked at a local copy store as a desktop publisher designing brochures, business cards, and other print publications. Here are a few projects I have completed for past clients.



A local catering company contracted me to create a menu brochure for their business. This tri-fold brochure was made to be colorful, eyecatching, and informative. The company's logo was also designed by me

and used on all additional promotional material.



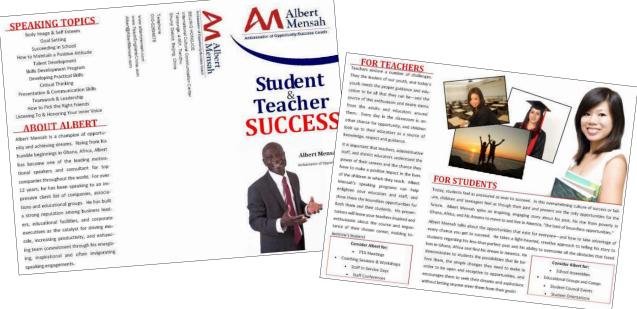
Bellevue Fine Arts Center

Along with creating a website presence, I also created marketing materials for the owner of the local Bellevue Fine Arts Center. Brochures and flyers were created for this particular client.



Productivity Pro

The owner of the Productivity Pro commissioned me to create a standard size brochure booklet for marketing herself for speaking engagements. She educates business owners and managers on how to encourage their employees to become more productive within the workplace.



Albert Mensah

Albert Mensah, a public speaker on motivation and success, hired me to create a variety of products for him, along with transcription of audio files and website creation. Here is a sample tri-fold brochure I created to advertise him for speaking engagements at educational facilities.



Latino Solutions

A staffing company for Latinos contracted me to create a professional, modern tri-fold brochure for their business. It was created with the intent to be mailed as a postal advertisement.



"Sara does top notch work extremely quickly and with a fantastic attitude. She is one of the best providers I've found on oDesk." (Content Writing)

"If you're looking for a professional, high-quality writer with exceptional communication skills, your search is over. Sara provided great content in a timely, affordable manner. I appreciated the quality of her work and professionalism so much, I will offer future projects to her first." (SEO Articles)

"Sara was a pleasure to work with. She was very flexible and open to feedback. It was an easy relationship from the first email...she was a star." (Desktop Publishing)

"Sara is the speediest producer on the planet, communicates with exceptional promptness, and can think out of the box. I am eager to continue working with her." (Desktop Publishing)

"As usual, excellent quality articles and fast turnaround. Highly recommended provider." (SEO Articles)

"Sara is a wonderful communicator and definitely deadline driven. She's creative and a delight to work with. She did a great job on the project and I'm most appreciative for her help! She's very, very talented!" (Logo Design)

"Sara was most helpful and diligent in her work. Very happy with result. Recommend to anyone requiring the style of work that was done for me. A1 results." (Social Media Work)

"Great attitude, excellent writing style and easy to communicate with. Performed well within expectations." (Blog Posts)

"This is the second time I've hired Sara and the results were the same--EXCELLENT! Thanks Sara!" (SEO Content)

"I am grateful to have found Sara. She is amazing and brilliant. I have done this work on my own in the past and it has taken me hours--this type of work is not a core competency of mine, so it is wonderful to have someone who is skilled and talented in these areas. I feel like I have a true business partner." (PowerPoint Presentation)

"Very prompt. Completed the assigned task in a timely fashion. I will be willing to work with her in the future." (Content Writing)

"Sara was a pleasure to work with! Fast but excellent work! I will use her services again! Anyone that needs fast but quality work should contact her and be blown away by her work!" (SEO Articles)

"Sara was excellent to work with. She translated my requirements into a design with ease. I hope to work with her again!" (Graphic Design)

"Sara helped me articulate my thoughts and ideas and did a great job putting it down in words that flowed nicely and were very cohesive." (eBook Creation)

"An excellent writer. I've been very happy with Sara's work--exactly what I was looking for." (Content Writing)

"Rewritten website and made the website much more appealing. Also helped to write manual for salespeople. Again, excellent job." (Content Writing)

"Sara is a top-notch professional that provides quality work in an expedient manner. Will definitely use her again in the future when the need arises." (Blog Writing)

"Sara is a great find. She has provided quality articles, ahead of agreed schedule, and with no changes required. She clearly has initiative and undertook research for the articles, meeting my brief extremely well. I was so pleased with the initial two articles that I extended her contract to include three more articles. I will be using Sara again as her quality of work and customer service is of the highest standard." (SEO Content)

"One of the best writers I have ever had the pleasure to work with. Sara has a great work ethic, excellent people skills, and is a top-notch writer." (SEO Articles)

"Sara did a great job editing my e-book! She did it so fast, too!" (Editing)

"Sara wrote an excellent set of articles for me in record time! Thanks!" (SEO Articles)

"Sara did outstanding work. I thought the project was pretty simple, but the two designers I had in my local area apparently did not agree. One did one part then disappeared, and the other sent me a message calling it 'very difficult,' and then took nearly a week to reply as to whether she could do it. Conversely, Sara got back to me right away. She reviewed the project and said that it was as I thought, but honestly told me that there was one aspect of the job with which she had no experience. She said she would educate herself at no cost to me. Ultimately, she finished the job in less than an hour, and kept me informed as she did it. I highly recommend her services. I've worked with a number of designers throughout my career, and she rates at the top due to her professionalism, honesty, and follow-through. I'll definitely be using her again!" (Desktop Publishing)

"Sara was a pleasure to work with! Fast but excellent work! I will use her services again! Anyone that needs fast but quality work should contact her and be blown away by her work!" (SEO Articles)

"If you're looking for a professional, high quality writer with exceptional communication skills, your search is over. Sara provided great content in a timely, affordable manner. I appreciated the quality of her work and professionalism so much, I will offer future projects to her first. Thank you Sara!" (Content Writer)

"Unbelievable quality. Fantastic vision. Unreal turnaround time. Responsive to questions and issues. I absolutely loved this relationship...don't hesitate to use her!" (Website Design)

"Sara is an excellent writer and always speedy." (Content Writer)

"Excellent writer! She can write on a variety of subjects very well. Impressed overall." (Content Writing)

"Sara did a great job. Being native to English, her writing is great. Will hire her again when I need high-end content." (Content Writer)

"Excellent writer, and very punctual. Sara is a pleasure to work with." (SEO Articles)

"Sara was our first oDesk experience and she was awesome! We didn't have to look very far to find someone great! We will be using Sara again and again!" (Content Writing)

"Sara is one of the best providers I've found on oDesk. Her work is excellent and her attitude is professional. She's top of her game!" (Content Writer)

"Sara was professional, highly responsive and very fast. Overall, she did a great job with a number of articles on a wide variety of topics with minimal direction. I'll employ her again." (SEO Articles)

"Great attitude, excellent writing style and easy to communicate with. Performed well within expectations." (SEO Articles)

"Sara was a dream to work with. She provided excellent content that captured the reader's attention. And to top it off, she completed the work in record time. I will definitely work with Sara again." (Content Writing)



If you are interested in receiving a quote for freelance work, feel free to contact me via any of the methods below:

LinkedIn

http://www.linkedin.com/in/sarakhaley

Facebook

http://www.facebook.com/sarahaley

oDesk Profile

https://www.odesk.com/users/~01113547f4b439e495

Google +

https://plus.google.com/109926139391350310139

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