

I'm Dim Flynn and am a B2B, B2C lead-gen copywriting specialist in White Papers, and Case Studies using other copy and content that turns business prospects into customers.

I have a particular interest in the field of Healthcare Organization and Administration with a Master's in that area. I've helped non-profit 501c3's, Medical, Dental and Veterinary practices improve their business both in the U.S. and Mexico with the following professional lead magnets: **WHITE**

PAPERS... Authoritative reports written to provide readers with a detailed understanding of a specific product, technology, or method. It describes how a specific tool, system, etc., can solve an industry-wide or common problem the prospect may be facing, and includes statistics, cost savings, and other data to prove the argument. White papers are often used as part of the sales cycle by Business-to-Business (B2B), B2C companies.

Government agencies also use white papers to explore and explain problems and issues along with possible solutions. **CASE STUDIES...**

Short stories that describe how a company or organization solved a particular *challenge* with a product or service – and what the *result was* solving that challenge. Case studies are basically a “before-and-after” stories. Business owners use short stories that describe how a company or organization solved a challenge with a product or service. **CONTENT**

MARKETING... tactics include articles, blog posts, case studies (stories), white papers, email sales campaigns, videos, and social media posts. \

COPY... (aka Sales Copy or Copywriting) uses persuasive text used by marketers to entice prospects to purchase, opt-in, or engage in some other action.

Over 80% of all U.S. businesses use COPYWRITING professionals...

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