

Portfolio of Amber Green

amber.green@thewriterresults.ca

Services offered:

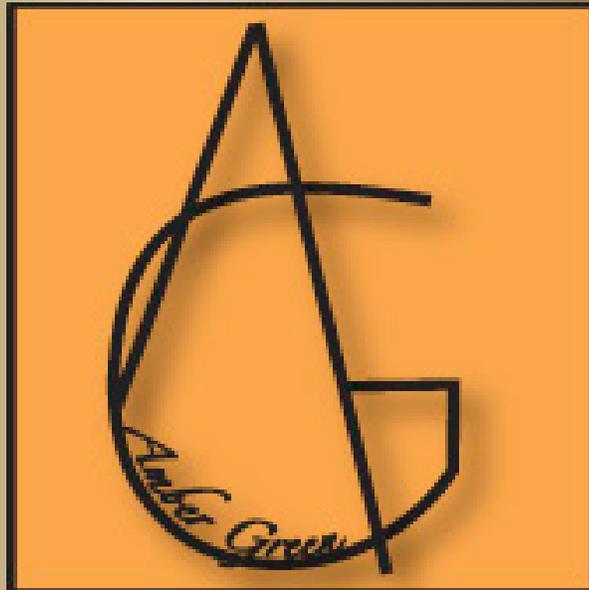
- Copywriting & content writing
- Editing (copy & line editing)
- Social media marketing & management
- Brand reputation management
- SEO (Search Engine Optimization) implementation
- Blog posts and article writing



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'It's A Go!' (Personal blog)

- Current events
- Social media trends
- Entrepreneurship, and the life of a freelance writer



ambergreen.ca



My name is *Amber Green*.
I am a freelance writer and sole proprietor of The Write Results.

In addition to writing articles and web copy, I am an experienced social media manager. It is extremely important to me that my work represents the brand and its values while achieving the objectives of the project (as outlined by the company), in a timely fashion. I am meticulous when completing research, fact-checking and editing.

I managed the social media accounts of BioFlex Laser Therapy (manufactured by Meditech International Inc.), and I wrote a series of pieces for the company, including numerous articles (a few of which are enclosed) to publicize events and increase the company's SEO (Search Engine Optimization) ranking, in regards to various words and phrases.

Dr. Fred Kahn (founder, president and CEO of Meditech International Inc.) is a professional mentor of mine. Some of Dr. Kahn's incredible work is chronicled in Norman Doidge, MD's bestselling book, *The Brain's Way of Healing*. His letter of recommendation is enclosed.

I invite you to review the enclosed writing samples, as I believe that I have the skills to help your team achieve your company's objectives.

I look forward to talking to you soon.

Respectfully yours,

Amber Green
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January 20, 2018

To Whom it May Concern:

RE: LETTER OF RECOMMENDATION – AMBER GREEN

Amber Green was an employee at Meditech during the past year.

She is highly educated, skilled in social media and has a great deal of ability with regard to writing, copy, understanding the parameters and importance of social media in the business world. She is also a skilled writer.

I think that Amber, with her passion and dedication to her job should be an asset to any organization, which she chooses to join.

Sincerely,

Fred Kahn, MD, FRCS(C)

FK/csc

Iron Girl & BioFlex: Hand in Hand

By Amber Green, Wednesday, August 9th, 2017.

Friendship, support and community. These words are not terms that generally come to mind when you think of gruelling physical activity, a competition of endurance and strength. However, Iron Girl has defined itself as just that- a community of athletes, focused on supporting the same women they compete against, while challenging themselves to achieve their personal best.

Featured in 'USA Today', 'The New York Times', 'Runner's World', 'Family Circle', 'Ok! Magazine' and 'Women's Health', the Iron Girl brand has blossomed since its creation in 2004.

With 5 Iron Girl events this month alone, Iron Girl shows no sign of slowing down, as they offer 5K and 10K runs, half marathons, mother/daughter races and sprint triathlons to cater to the goals of any athlete.

In reading articles shared on Iron Girl's social media platforms, I was touched by the ways in which female IRONMAN athletes conquered their feelings of self-doubt and anxiety by gathering the nerve to compete in IRONMAN events. In reference to her friends and fellow competitors, Jessica Baxter said, "I piggybacked off their courage until I found my own." (<http://bit.ly/2vnfp5k>).

Turia Pitt, a bushfire survivor, wrote about how she set the goal of completing an IRONMAN after doctors told her that she would never run again, as she suffered burns to 65% of her body. Not only did she have to learn everything- even things as elementary as walking, talking, eating and dressing- again, but she achieved her goal of completing the IRONMAN Australia in May 2016 (read about Turia Pitt's incredible story here: <http://bit.ly/2wcpyiD>). Clearly an extraordinary survivor and fierce competitor, Turia Pitt is a role model for anyone facing a seemingly insurmountable challenge.

Whether you're training for your first 5K or you're a seasoned Iron Girl Triathlete, injuries happen to the best of competitors. BioFlex Laser Therapy complements the training and recovery process beautifully, as BioFlex has helped many professional athletes, including NBA, MLB and Olympic athletes, recover. BioFlex is safe, relieves pain, reduces inflammation and treats many sports injuries. With the BioFlex Personal Therapy System, athletes can heal on their own schedule in the comfort of their own home. BioFlex Laser Therapy shares Iron Girl's vision to empower people by taking control of their health. We will be showcasing BioFlex Laser Therapy at the Iron Girl events in Grimsby, ON; please stop by our booth on August 12th and August 13th, 2017. Good luck to all of the Iron Girl athletes!



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Feedback

From: Dr. Fred Kahn
Sent: Tuesday, August 29, 2017 2:41:15 PM
To: Amber Green
Subject: RE: Invictus

Dear Amber,

Your passion and dedication are unquestioned. The Irongirl article was quite good; indeed it was excellent.

I wrote the preceding article, “Iron Girl and BioFlex: Hand in Hand” to not only publicize the involvement of BioFlex Laser Therapy in an Iron Girl event in August 2017, but also to:

- Advertise the effectiveness of BioFlex Laser Therapy in reference to treatment of various sports injuries (applicable to Iron Girl athletes)
- Reach the target demographic for the project (female athletes) using social media, which is accessible to the public

Instructions provided: write a one-page article about Iron Girl

This article was posted on the company’s social media pages.

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After reading “Iron Girl & BioFlex: Hand in Hand,” Dr. Fred Kahn, founder, president and CEO of Meditech International Inc., requested that I write a longer article for the company.

As BioFlex Laser Therapy was one of only approximately fifty companies invited to showcase their technology at the Ontario Accessibility Innovation Showcase (AIS, which was an official Invictus Games event) in September 2017, I was keen to write the following article titled, “Shining Light on the Unconquered Spirit.”

The article was posted on the company’s website and social media pages to publicize their involvement in the very inspiring event.

Praise for “Shining Light on the Unconquered Spirit”

From: Dr. Fred Kahn
Sent: Tuesday, September 26, 2017 1:26:37 PM
To: Amber Green
Subject: RE: Invictus Games, article

Dear Amber,

Your article with regard to the Invictus Games is outstanding. I would not change any of it and it clearly captures the entire program.

Give me a call at your earliest opportunity regarding other matters.

Sincerely,



Fred Kahn, MD, FRCS(C)
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Shining Light on the Unconquered Spirit

Too long to read? Check out this paragraph!

“A poem to inspire anyone to persevere in the face of seemingly insurmountable adversity, the Invictus Games provides an outlet to not only allow competitors to declare their resilience and personal fortitude as relayed in the poem, but provides the community at large the opportunity to celebrate the paradoxical strength of selfhood and unity of us all.”

Out of the night that covers me,
Black as the pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.
In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.
Beyond this place of wrath and tears
Looms but the Horror of the shade,
And yet the menace of the years
Finds and shall find me unafraid.
It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate,
I am the captain of my soul.
“Invictus” by William Ernest Henley

William Ernest Henley’s poem, “Invictus” has inspired countless, including the late former South African President, political activist and humanitarian, Nelson Mandela, who used to recite the poem to fellow prisoners during his decades-long incarceration.



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‘Invictus,’ the Latin term meaning ‘unconquered’ is the perfect title for the Invictus Games, as unconquered are the spirits, feeling of patriotism and camaraderie of the more than 550 servicemen and women (active duty and veterans) expected to participate in the Invictus Games in Toronto, Ontario beginning Saturday, September 23, 2017. A poem to inspire anyone to persevere in the face of seemingly insurmountable adversity, the Invictus Games provides an outlet to not only allow competitors to declare their resilience and personal fortitude as relayed in the poem, but provides the community at large the opportunity to celebrate the paradoxical strength of selfhood and unity of us all.

In declaring ‘I AM’ the master of my fate, regardless of circumstance, the Invictus Games serves to heal, to promote recovery and to unify through the power of sport.

All participating competitors, hailing from 17 nations, answered the call of duty for their country and returned injured, wounded or ill. It is through the healing power of sport and competition that these servicemen and women represent their countries, providing spectators (many of us lucky enough to never know the terror of combat or horrors of war) with an unparalleled opportunity to celebrate our wounded servicemen and women, respect and honour their sacrifices, and the many who fought before them.

Inspired by the USA’s Warrior Games, Prince Harry founded the Invictus Games, which focuses upon the continued recovery of servicemen and women and veterans through sport on an international scale. Invictus competitors will compete in a number of adaptive sports, including: archery, golf, swimming, sitting volleyball and wheelchair basketball.

Prince Harry (sometimes referred to as the ‘People’s Prince,’ for his humanitarian efforts) has a passion for the recovery of servicemen and women, as he has an impressive military career, himself.

Prince Harry served in the British army for 10 years, completed two tours of Afghanistan and rose to the rank of Captain. He was promoted to the rank of Lieutenant with the Household Cavalry (Blues and Royals) in 2008.

(In fact, it is a great honour for me, the author of this article to write about Prince Harry’s humanitarian efforts and success, as I gave his mother, Princess Diana, a rose during one of Prince Charles and Princess Diana’s trips to Toronto, Ontario when I was four years old. Celebrating Prince Harry’s humanitarian success of the Invictus Games, while honouring our servicemen/women and veterans in my hometown, 20 years after Princess Diana’s tragic death is a time I will never forget.)

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The inaugural Invictus Games was attended by over 400 competitors from 13 nations in London, England in 2014. A great success, the second Invictus Games was held in Orlando, Florida in 2016.

Toronto, Ontario will host the third Invictus Games from September 23-30, 2017. As Canada celebrates 150 years of confederacy this year, hosting the Invictus Games provides Canadians the unique opportunity to reflect on the freedoms and safety we enjoy. While this type of reflection is usually impersonal and removed, as we pore through history books or watch films which recount the horrors of war, spectators of the Invictus Games can look upon the faces of servicemen and women who will never forget- will never take the freedoms we enjoy for granted- as they answered the call of duty, so many of us need not do so.

The Opening and Closing Ceremonies will feature not only men and women from the Canadian Armed Forces, the Parade of Nations (Opening Ceremonies) and raising of the official flag, but world dignitaries, celebrities and music stars, including: Bruce Springsteen, Bryan Adams, Kelly Clarkson, Alessia Cara, The Tenors, Sarah McLachlan, Laura Wright, Coeur de Pirate and La Bottine Souriante. The Ceremonies are sure to promote patriotism, pride and insight into some of the lives of the honoured service personnel and veterans, as tribute will be paid to some of the experiences endured by the Invictus athletes.

The Invictus Games is supported by many partners, ambassadors and champions. Ambassadors include Canadian actor, comedian, screenwriter and film producer, Mike Myers, and English soprano and crossover singer, Laura Wright. Supporting foundations and institutes include the Canadian Institute for Military and Veteran Health Research (CIMVHR) and the True Patriot Love Foundation.

Individuals including: retired master corporal, Jody Mitic; Veteran; Entrepreneur and North Pole Explorer, Bruno Guevremont; and retired Army Sergeant, Noah Galloway are Champions and Supporters of the Invictus Games.

The wounds and trauma suffered by servicemen and women can be life-changing. Meditech International Inc. (manufacturer of BioFlex Laser Therapy systems) donated twelve professional BioFlex Laser Therapy systems to war-torn countries, including Afghanistan and Cambodia, throughout the years to assist in the healing of wounds and other maladies suffered by service personnel and civilians, including children. Our founder, Dr. Fred Kahn has had much success treating concussions, a common injury suffered by both civilians and servicemen and women. A few of his many extraordinary success stories are recounted in Norman Doidge, MD's bestselling book, *The Brain's Way of Healing*.



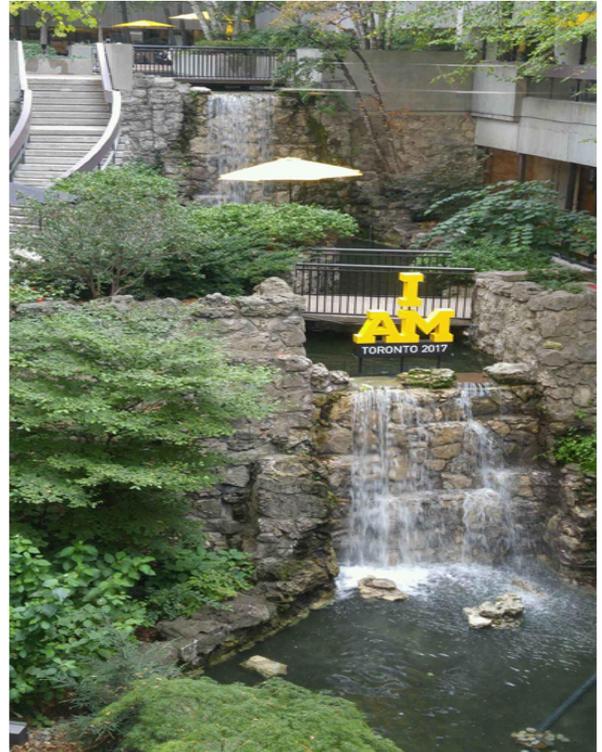
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A natural fit for the Invictus Games, BioFlex Laser Therapy is honoured to be one of approximately fifty exhibitors at the Ontario Accessibility Innovation Showcase (AIS), an official Invictus Games event, September 25-26th, 2017 at the Sheraton Centre in downtown Toronto (123 Queen Street West). The Accessibility Innovation Showcase is an event highlighting innovative technologies and devices created to assist those with disabilities, including disabilities that are a result of combat.

BioFlex Laser Therapy is honoured to be affiliated with such an event. Please stop by our booth at the Ontario AIS, September 25-26th, and follow us on social media for updates, as we continue to shine a light on our honoured servicemen, women and veterans.

References available upon request.

Disclaimer: While treatment of TBI/concussion is not an approved protocol of BioFlex Laser Therapy, this application may be practiced by licensed health care professionals, as long as it is within their scope of service.



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Arthritis and Low Level Laser Therapy

Date posted: November 30, 2017.

In order to improve the company's SEO (Search Engine Optimization) ranking in regards to various words and phrases, I wrote one article per week at the request of the company. Each article was posted on the company's website and shared across their social media pages. I was provided a selection of words or phrases to use (for SEO purposes), but I was given free rein to choose my topic and structure of each article. Research, fact-checking and editing each article was my responsibility.

Arthritis: A Day in the Life

BioFlex Low Level Laser Therapy reduces inflammation and relieves pain associated with arthritis (including osteoarthritis and rheumatoid arthritis). According to www.arthritis.ca, 1 in 5 Canadians live with arthritis. For those of us who do not suffer from arthritis, it is time to consider the day-to-day hardships suffered by an estimated 20% of the population.

Your Day Begins

Upon waking, people with arthritis may experience joint stiffness. Joint stiffness may last up to 30 minutes for people with osteoarthritis, and up to an hour if suffering from inflammatory types of arthritis, such as rheumatoid arthritis.

Daily routines vary considerably from person to person, but consider that anyone, from any walk of life or age group can suffer from arthritis (including osteoarthritis or rheumatoid arthritis, which is an autoimmune disease).

After the joint stiffness subsides (or perhaps before), it's time to get ready for the day. Dressing can be challenging for people suffering from arthritis in the joints of their fingers, as simple tasks such as buttoning buttons (especially small ones) can prove challenging. Footwear is something that people with arthritis take into consideration as, depending upon the severity of arthritis suffered, they must be easy to put on and take off. Certain shoes will help to minimize stress on joints (think: feet, knees and hips).



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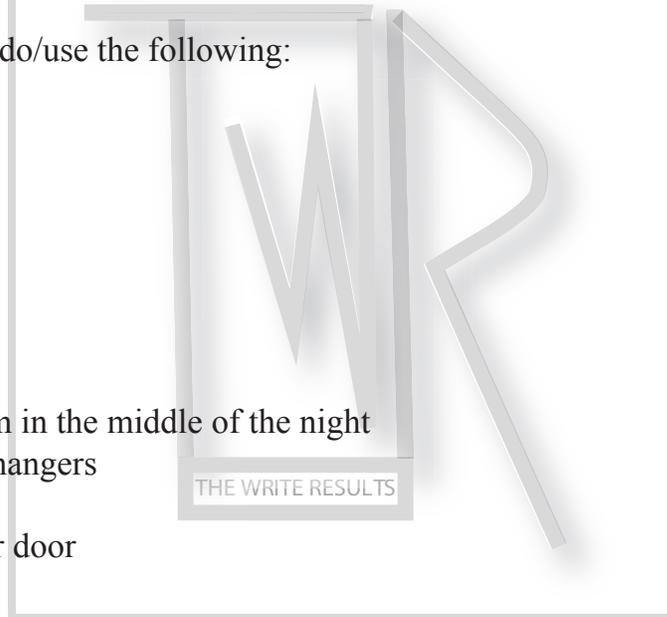
Congratulations! You're dressed for the day.

Now, it's time for breakfast. The kitchen comes with its own set of challenges. In articles (referenced below), opening jars, using a manual can opener, lifting heavy containers (pots/pans, water, milk, juice) and stirring ingredients are everyday tasks most of us take for granted, but not by those people suffering from arthritis.

Kelly O'Neill Young of *RA Warrior* includes a list of items that is difficult to accomplish with rheumatoid arthritis (<http://rawarrior.com/rheumatoid-arthritis-disability-makes-things-difficult/>).

Consider how often you do/use the following:

- Peeling a sticker
- Closing Ziploc bags
- Opening a Band-Aid
- Using dental floss
- Tucking in sheets
- Killing a bug
- Washing hands
- Walking to the bathroom in the middle of the night
- Using clothes pin-type hangers
- Putting socks on a child
- Opening the refrigerator door
- Applying lotion
- Remote control
- Laptop on lap (hips/knees)



After you get yourself (and your children, if you have them) ready, you're off to work! Driving can cause pain in hands, elbow, knee and hip joints. Regardless of vocation, repetitive motions must be minimized, and stress put on arthritic joints must be considered. Texting on the small screen of a smartphone may be too difficult; voice-to-text ability is your good friend.

Once home again (or even before), you may feel fatigued, as day to day activities are no longer easily accomplished, and the pain you experience may fluctuate.

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The Challenges Continue

If it's a quiet night, you face the same challenges as you did in the morning; though, perhaps with more pain and less energy.

You make dinner, care for your children (or grandchildren), and get ready for bed.

Your arthritic wrist may be too sore to brush your teeth with a manual toothbrush, and the fine motor skills needed for flossing makes attempting this task a nightmare. You may rely on an electric toothbrush and floss holder. (If you do not suffer from arthritis, please pause for a moment to consider the hardships you would face in your day to day life.)

If you think that arthritis sufferers feel relief when lying down/sleeping, consider that shifting position may be necessary, as joints stiffen throughout slumber. As such, getting out of bed must be done with caution.

This article could be a lot longer, as the challenges faced by people with arthritis are many, and vary among different individuals.

If you or someone you love suffers from the pain and day-to-day hardships of arthritis, please send them this article. BioFlex Laser Therapy (a form of Low Level Laser Therapy [LLLT], also referred to as 'Cold Laser Therapy' or 'Phototherapy') is clinically proven to assist in the treatment of many conditions, including common non-inflammatory rheumatic and musculoskeletal diseases (RMDs) (i.e. osteoarthritis and fibromyalgia) and inflammatory RMDs (i.e. rheumatoid arthritis). Laser therapy for pain is proven to be highly effective in numerous case studies and medical journals.

Noninvasive, safe and drug-free, BioFlex Laser Therapy reduces inflammation and relieves pain associated with arthritis, and treats many musculoskeletal conditions by promoting healing at the cellular level.

With the cold weather (which may increase the pain associated with arthritis) and the holidays approaching, consider giving the gift of BioFlex Laser Therapy (many people feel relief in as little as 3-4 treatments). Please contact us to arrange prepayment of treatments for your loved one, or purchase a BioFlex Personal Therapy System of your very own!

References available upon request.



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Thank you for reviewing a few of my writing samples.

If you would like to see additional samples and testimonials, or if you have any questions, please contact me at your leisure.

THE WRITE RESULTS

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