

# Language. Software. Marketing.

... for freelancers, startups  
and small businesses



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You need help writing or editing texts? With your marketing, your sales approach or presenting your offer? Or you simply need somebody who knows her way around the darned technology?

## You can count on me with...

**Language** is the medium through which you enthuse, inform, convince and inspire your prospects, customers or clients. I help you to find the right words and to hit the right tone.

Things don't work without **software** – but with software, they often don't really work for you either... If you despair of software, I'll take over – so you can focus on the important things.

**Marketing** is a lot more than heavy-handed advertising! Great marketing shows your customers how you can solve their problems – thus helping both you and them.

## Language.

I support you (in German and English) by...

### ... Editing

Marketing, technical and scientific editing

### ... Writing

Among other things, I write

- Emails and Email series
- Salescopy
- Website and blog content
- Technical texts (e.g. software manuals)

### My Background

- Linguistics M.A.
- Passionate writer
- German native, English fluent
- Many years of experience in writing and editing texts of all kinds, of any length, in many media

## Software: The Right Tools.

You really need the right software tool, app, or automated solution, or you're going to go crazy any day now?

I help you to select, install and set up the tools that you really need.

### My Background

I've got more than ten years experience with selecting, installing and using a lot of software tools for freelancers and small businesses, such as::

- Collaboration and communication tools
- Sales systems
- Mailing lists and newsletter providers
- WordPress for blogs and websites
- Support software and helpdesks
- Tools for software development
- Tracking scripts for statistical analysis of your visitors

... and much more.

## Software: Stress-Free Development.

You want to have a software or an app developed: for sale, as a small gimmick on your website, as free app for customers, ...

I take over for you:

- Writing software specifications
- Communicating with programmers
- Organizing and managing all steps of the development process
- And last but not least: testing your software

... either as a whole, or just certain steps – whatever you need.

### My Background

I'm a Computer Science Dr.-Ing. (= Ph.D.) with many years of experience in software development and management...

... in small teams and with freelance developers

... with a variety of tools for efficient online collaboration and software development

... with programmers from all over the world

... with different programming languages

## Marketing.

- Marketing consulting
- Help with online product launches
- Website checks and consulting

In a marketing consultation, we can e.g. clarify and discuss...

- Strategic questions
- Your target group
- Your website, advertising material, ...
- Practical applications, e.g. in an email series or on your website

### My Background

More than 10 years experience in internet marketing, with product launches, salescopy and salespages, marketing of software and digital products, websites, targeting, ...

... in my own projects and for other freelancers and small businesses. For a variety of target groups and markets. And in both English and German.