

From career history to a clear offer

A self-directed LinkedIn case study. The subject is my own profile; this is not a client engagement or a claim of measured business results.

THE ASSIGNMENT

Make a varied professional background useful to a prospective writing client. The profile needed to answer three questions quickly: Who is this for? What can I hire him to do? Why should I trust the work?

SOURCE MATERIAL

The résumé leads with current law-school study and then documents AI evaluation, paralegal work, independent music, and Army counterintelligence. Those facts establish experience. They leave the reader to work out the commercial proposition.

REVISED HEADLINE

Ghostwriter & Editor for Founders & Consultants | Articles, Newsletters & LinkedIn Profiles | Voicewright Studios

REVISED OPENING

Your best ideas may be easier to explain in conversation than to put on the page.

At Voicewright Studios, I turn interviews, notes, and unfinished drafts into articles, newsletters, and professional profiles for founders, consultants, and subject-matter experts. I ask questions until the argument is clear, research what needs support, and shape the writing around how you actually think and speak.

What the edit changes

NAME THE BUYER

“Founders & consultants” gives the headline a defined audience. The broader About section makes room for other subject-matter experts without trying to appeal to everyone.

NAME THE WORK

Articles, newsletters, and LinkedIn profiles are recognizable deliverables. The reader can imagine a project and decide whether to inquire.

SHOW A WORKING METHOD

Questions, research, and attention to how the person thinks and speaks describe the work more credibly than a string of adjectives about quality.

GIVE THE BACKGROUND A PURPOSE

Interviewing training, analytical reporting, legal writing, and songwriting support the offer. Each contributes a different kind of evidence: eliciting detail, testing claims, structuring arguments, and hearing a voice.

KEEP THE NEXT STEP SMALL

The closing invitation asks for the project, intended audience, and timing. It helps the prospective client start a useful conversation without first writing a complete brief.

The standard: a visitor should be able to identify the service, see relevant evidence, and take a clear next step. This case study documents an editorial change; it does not report conversion, revenue, or audience growth.

[View the live profile](#) · [Discuss your profile](#)