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# Amanda Terman

## Senior Copywriter

My writing credits range from plain-language legal advice to jargon-heavy academic articles, and from techy website text to contemporary poetry.

Here are a few representative samples. (BTW, if you need to see anything else, please ask!)

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## Ohio Legal Help

I'm the primary content writer for OhioLegalHelp.org.

To help low-income Ohioans access the justice system, I write simple, actionable advice about complicated legal processes. Since I'm not a lawyer, I do extensive research and collaborate with experts to craft clear, accurate articles.

Here's a quick example, written at a 6<sup>th</sup> grade reading level:

### 1. Identify theft

If your identity is stolen, you should take these steps:

- **Tell the police.** Call or visit the local police department to file a report.
- **Contact each of the three credit bureaus.** Ask the bureaus (Equifax, Experian and TransUnion) for a credit freeze.
- **Call the Federal Trade Commission.** Call (877) ID-THEFT to file a complaint.
- **Get an identification card.** Ask for an identification card from the Identity Theft Verification PASSPORT Program. This card proves that you are a victim of identity theft.

If you have more questions, call the Attorney General's office at (888) 694-3463.

## **AAF-Cleveland**

As President of AAF-Cleveland, I oversee all club activities, including in-house copywriting for our emails, website, and other materials.

Here's a sample email that I wrote inviting folks to our Hall of Fame Awards.

### **Procrastinators like to party, too.**

If you haven't bought tickets yet, you're in luck—we have a few left! So join us TONIGHT for:

~Food ~ Drinks ~ Nice weather ~ Networking ~

and a celebration of Cleveland's notable creative pros.

Thanks to our event sponsors!

## 笔声 (ABC Pen)

I perfected content for the English-language version of this Chinese tech company's website. Often, they sent me Chinese-to-English translations, and I would polish them into perfect English.

Here's a before-and-after example:

### **Before**

This is the draft that ABC Pen sent to me:

Owl Scanner is an efficient and convenient software of photo literacy and document scanning that can easily electronize paper documents anytime, anywhere, and turn the result into PDF. High precision OCR character recognition technology will bring you with the best experience of text extraction and realize the transitions from PDF to Word, picture to text, paper form to Excel and paper documents to Word or TXT as well as the batch processing and other functions. Owl Scanner is a scanner in your pocket and a portable office gadget.

### **After**

So, I cleaned it up, and offered this:

Owl Scanner software transforms your mobile device into a portable office tool, allowing you to scan and digitize paper documents anytime, anywhere! High precision OCR character recognition technology brings you the best text-extraction experience, and lets you transition quickly from PDF to Word, picture to text, and paper to Excel, Word, or TXT.

Here's some additional finished ABC Pen website content:

A leader in online education, ABC Pen offers interactive whiteboard and live-streaming video technology for groups of all sizes.

### **High Fidelity Audio**

Producing beautiful sound with minimal buffering delays, our ISAC speech engine and advanced algorithms deliver the best quality simulated speech effects.

### **Interactive Whiteboard**

We provide an interactive whiteboard with unlimited editing and scrolling capabilities to facilitate real-time group collaboration among many individuals working simultaneously.

### **Custom Development**

ABC Pen provides technical support and customized services for third-party platforms. If you need assistance with clients, logos, or classroom templates, we're here to help!

### **Text Recognition**

Featuring an impressive 99% recognition rate in Chinese, English, and Mathematics, our software transforms written content into digital information.

## VocabuLOLary

My Amazon best-selling vocabulary “edu-tainment” series teaches advanced vocabulary words via memorable examples. Here are a few of my faves:

**Word:** Lassitude **Definition:** Weariness

"Lassie, help!" Timmy cried from the bottom of the well.

*Ugh*, Lassie thought, *not this shit again*. In her younger days, she would have leapt to her feet and run for help. But at fifteen years old—which is over a hundred in human years—her youthful exuberance had been replaced by unyielding lassitude. *Why is this still my responsibility*, she wondered. No one expected Timmy's great grandma to run and save him. And Timmy really should know better than to play by the well. It was cute when he was nine, but not so much now that he was nineteen. *I'm sure he'll be fine for a little while longer*, she thought, before yawning, closing her eyes, and returning to her nap.

**Word:** Vendetta **Definition:** A long-term feud “Who should we whack tonight, Tony?”

“Let’s check the vendetta diagram. So, Frank is part of the Bianchi family, but he’s also technically part of our family ‘cuz his sister married cousin Vinny.”

“How ‘bout Rudy Bianchi?” Nick asks.

“Yeah, he’s not in our circle. Let’s whack ‘em.”

**Word:** Sanguine **Definition:** Cheerfully optimistic

As global warming slowly destroys their natural habitat, most of Antarctica's penguins are starting to panic. But Sandy the Sanguine Penguin isn't concerned. "Don't worry," she reassures her pals, "Everything will be fine! Maybe the polar ice caps will stop melting. And if not, we can all move to a zoo! I hear the San Diego Zoo is really nice. And, hey, if ocean levels keep rising and San Diego becomes submerged, we can move to the zoo in Pittsburgh. Penguins are really popular there—they even named their hockey team after us. Oh! Maybe we could join the team! After all, we'll have extra free time once we can stop hunting for food all day. This is all going to work out perfectly!"

**Word:** Timorous **Definition:** Fearful

Tiny Tim: "God bless us, every one!"

Timorous Tim: "Oh, God, everyone—I'm gonna die!"

**Word:** Salubrious **Definition:** Healthy

Sick of slaving over the stove for hours a day?

Seeking a simple source of sustenance that's healthy and delicious? Sally's Salubrious Salads are the solution!

Sally's Salubrious Salads are specially designed to boost your strength, stamina, and sex drive. Simply substitute Sally's Salubrious Salads in place of your usual breakfast, lunch, supper, snack, and dessert, and soon you'll see why Sally's is the United States' best-selling brand of meal-replacement salads.

Dazzle your family with skillfully designed, sublimely seasoned, superfood-filled flavors including Strawberry Strong, Sweet Potato Power, and Sally's personal favorite, Sunflower Seed Sexy.

Stop by your local grocer today to stock up on

Sally's Salubrious Salads!

Sally's Salubrious Salads: A love letter for your body, written on lettuce.

**Word:** Kismet **Definition:** Fate

Princess Kate was walking by the lake, when suddenly a large frog hopped onto the path. "Kiss me, Princess," he cried.

"Kiss you?" she asked, "But I just met you!"

"Please, Princess! It's my only chance - it isn't every day that you cross paths with Kismet."

"Oh, my! Okay!" She kissed him, paused for a moment, and then said, "I don't understand. Aren't you going to turn into a prince or something?"

"Nope," he croaked, "what would give you that idea?"

"You're a talking frog, and you said it was our destiny to meet."

"No, no - my name is Kismet the Frog, and I just thought you looked really cute." "Please don't tell anyone about this."

## Faux Fragrance Ads

One of my hobbies is writing faux fragrance ads. Here are a few examples:

This is a self-inspired selection:

AmandaforAmandabyAmandawithAmanda is the signature scent for today's modern woman. She is at once unquestionably quirky, unfathomably fabulous, and unabashedly alliterative. This fanciful, fresh floral fragrance is redolent of a rolling meadow dotted with peaceful patches of peonies where a young woman wearing a wide-brimmed hat sits in the shade and sips a vanilla-flavored green smoothie.

And this one was for a friend who's really into the woo-woo stuff (I'm not, but I'm not here to judge):

Christina introduces Astraea, the go-to fragrance for the Virgo who goes where the energy flows. She's a goddess in the real world, a timelessly preset spirit with a mother's warmth and a millennium's wisdom. As invigorating sage mingles with a rich leather base, her intuition abounds, the road ahead becomes clear, and she manifests her destiny.



## Poetry

I write contemporary poetry and perform spoken word at venues in Greater Cleveland. This piece was published in an anthology by Wingless Dreamer:

### The Selfie Taken\*

Two roads diverged in a yellow wood, and I—

I took a selfie  
because I needed some on-brand content  
for my social channels,  
and I thought the golden light would be like  
God's autumnal Insta filter,  
but I could add  
#nofilter  
#hiking  
to extend my influence.

Seriously, I'm telling you,  
a few more likes  
would legit make the difference.

\*Inspired by Robert Frost's *The Road Not Taken*

## Academic Research

I earned a master's degree in social psychology with a focus on emotions and attitudes. Here's a short (by academic-writing standards) sample, from the introduction of a research report:

### The Effect of Cross Categorization on Emotions and Prejudice

Much research has examined issues of intergroup interaction and conflict. Many of these investigations have been interpreted within the framework of Social Identity Theory (SIT, e.g., Tajfel & Turner, 1986), a theory developed to explain the relationship between the group and the self (Hogg, 2006). According to SIT, groups are psychologically construed collections of individuals who share a common social identity, defined as the categorization of the self and others based on perceived similarities to the ingroup and differences from the outgroup (Turner, 1999). Individuals are motivated to maintain a positive social identity, and thus the presence of another group triggers comparisons favoring the ingroup (Turner, 1999).

Tajfel, Billing, Bundy, and Flament (1971) have demonstrated that being categorized, even on a trivial basis, can produce this ingroup bias. Such categorization frequently triggers prejudice and discrimination against outgroups. However, according to the most recent findings from a contact hypothesis perspective (Pettigrew & Tropp, 2006), such biases decrease when cross-category friendships form and individuals experience the warm emotions associated with such relationships. Another successful approach to decreasing prejudice is changing the salient dimension of categorization (e.g., by emphasizing a superordinate categorization like nationality or a cross-cutting shared membership like gender). For instance, González and Brown (2006) found that differentially categorized individuals express varying prejudice toward the same target, but no mechanism underlying this effect has been established. Research examining multiple category dimensions has found an additive pattern of prejudice whereby participants demonstrate the most prejudice toward individuals with whom they do not share any memberships, moderate prejudice toward individuals with whom they share one group membership but not another, and the least prejudice toward individuals with whom they share multiple group memberships (e.g., Crisp, Walsh, & Hewstone, 2006). Given that research shows that specific emotions have more influence on prejudice than do cognitions (Dovidio, Esses, Beach, & Gaertner, 2002), I combined these theoretical approaches in an attempt to demonstrate that emotions mediate the relationship between categorization and prejudice. Our work is guided by intergroup emotions theory (IET, Mackie, Devos, & Smith, 2000), which suggests that emotion can be an intergroup phenomenon: *Intergroup emotions* (IEs) are motivating, acute or chronic, positively or negatively valenced, socially shared reactions to events and entities made psychologically consequential by the activation and acceptance of a social identity. These emotions produce intergroup action tendencies, or the proclivity toward, intention of, or inclination for action (Mackie, Maitner, & Smith, 2007).