Freelance content writing:

Sir / Madam , content writing is not only about data , research but also about out of the box ideas , spinning magic with words , weaving dreams on keypads .No doubt the words of the blog have to be preceded by thorough research and surfing through data and has to be succeeded by images or graphics but just like in music the words written by the content writer are ultimately what the reader views. Just like in bringing out a music album , it is a culmination of efforts by a lot of talented people the lyricist who writes the beautiful lyrics of the song, the music composer who composes that lovely tune , the musician who plays that beautiful piece of flute but ultimately it’s the voice of the singer that presents all the combined effect of all these people to the outside world to savor. If the singer fails properly to convey the emotions, the pain, the romanticism as intended by the lyricist, the music composer then the whole effort behind the album will fall flat. Similarly, all the research done behind the article, all the graphics the videos provided in the article will fall flat if it’s not backed by a good content writer. And it’s for this point that I present myself for the post of freelance online content writer in your company. I do not pretend to be master of all the subjects in the world but what I can assure is of thorough research via net, own experience before writing an article. But what I can assure is of mastery with words, what I can assure is a bit of laughter for your readers and a bit of satire with pun intended. I can assure that your readers will give the piece a second logic and who knows may nod in agreement with some of the logic presented in the article. Be sure it will not be a 1/3 rd piece of written matter with 2/3 rd space taken by fancy graphics but rather the other way around where the matter of the subject will matter.

1. For your judgement I am hereby attaching, with this resume, a sample resume written by me in plain word format (Personal details have not been included of the applicant) for the post of a fresher in the field of marketing of a company’s product.

Sir / Madam,

People say marketing is a job of turning improbable into probable. There are lot of stories around. You go for a marketing job post and the recruiter gentleman suddenly pulls out the pen out of his breast pocket and asks you “How do you sell this damn pen when there are hundreds of pens available in the market right now “. Well obviously,, that would be tough but what I would do is to strip the pen, bring out the refill and let the clients see for themselves that how this particular brand’s refill is fatter, longer than others and what does it mean! Simple! More mileage! oops more writing per pen of this company. Now if the refills of this brand is same as the others, have you noticed its tip, so painstakingly machined by the exotic precious tungsten with laser precision while the other brand tips are machined with more lowly priced steel. Also note the tip of this pen has the lowest diameter of 0.05 mm while other pens have a tip of 0.10mm diameter and what does it mean ! more writing precision , better precision in drawing and better doodling on paper .Now even if this not sufficient for you, I can show you at least 3 other points for which you should have this pen in your breast pocket .

Now let’s take another case where the prospective recruitment executive does not pull out the pen from his breast pocket but instead picks up a mango from the bowel in front of him and with a “catch me if you can” attitude asks “but Mr. how do you sell this mangoes in winter when oranges are the pick of the season “ . Now, obviously I can’t turn oranges to mangoes, but I would make them much more desirable than they are actually in winter. How! In winter, I would definitely not say that these summer time mangoes taste the same as these luscious wintery oranges and so buy the mangoes instead of oranges. I would rather ask the customer - how about bringing back the memories of the last warm summer in this frigid winter and for that what would be better than the summer time ripe orange mangoes. And wouldn’t be it a bit fun to have mangoes with the oranges in this freezing cold and have the best of both world! seasons.

Marketing entails creating a dream around a product and be rest assured I am adept at it. I do not believe marketing to be an entirely make-believe world but rather persuade the client to give a fledgling product a chance to live, persuading the client to give a promising product a chance to show its promise, its goodness. It takes brain. It takes patience to make a client to have a look at you, at your company, at your products and I have both. Just like your fledging but promising products what I need is a platform, a chance to show it. I do not claim to be a Houdini with words and market a false, bad quality product but would rather gently, persuasively, but logically try to market the product with all its goodness, it’s advantages. Forcing is not my forte, gentleness is.

2) The following is a sample social media commenting blog written by me on Facebook Privacy issues and should we stop using it

Facebook! Data Breach - should you use it. Absolutely dear, elsewhere would you get such a platform to express yourself, to promote yourself, to judge your performance, to get feedback through other’s likes or disgusts, to make yourself recognizable to the world. Facebook had made provisions for better data protection but obviously this wasn't enough. But hey friends, is it fair enough to put the onus of data security only on somebody else when the data is yours. The applications which requires you to log in Facebook are not legally bound to protect your data. You know that. The application you use firstly explicitly requests you to give your permission for using your data. And you give it that permission. Simply, because, in return of your personal data in Facebook which is also leeched by this application, you get a free application which may be a free game or an application to see who visits your profile in Facebook or something which makes your face a bit of a beauty. So, if you do not want to share your data, simply do not install these. Let’s get realistic, somebody who develops an application with excruciating pain, coding tirelessly through the nights while you chat on the phone does it mainly for the data that you will share with his application which will obviously expose a side of you that will be sold handsomely to the companies that need this information. It’s not for nothing that data is currently valued even more than gold. But if you want that your data not to be shared, choose applications on Facebook platform with minimum requirements of personal data. Also, why should you forget that you had primarily logged in to Facebook for sharing personal photos, videos and commenting on other’s photo, seeing else’s post etc. which does not necessitate personal data sharing. Also, do not forget that your another aim while opening an account in Facebook was that, you got on platter a platform to show yourself and your amazing talent via video, to the world, to all public. That has not changed in Facebook and that does not necessitate giving out your details except your name and most probably your number. So, why close that opportunity and blame Facebook. Leave it or take it, either show yourself, your talent to 250 million Indian Facebook users of India or leave it, it’s not going to be of Facebook but our loss. Just be a little careful with applications that you yourself permit to be integrated or log-in with your Facebook and the data that you share with others while creating your profile and posting your posts.