



# Green Success Stories

## Service Offerings

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### About Green Success Stories

Green Success Stories is a media platform highlighting leaders in sustainability and climate tech. Our goal is to share positive information that promotes great solutions in the fight against climate change. We are passionate advocates for sustainability and climate tech solutions, with 30+ years' experience of professional marketing and technical writing. We make complicated content clear and easy to understand. We write engaging content that gets readers to care.

### What We Do

Green Success Stories writes and publishes articles, profiles, case studies and other marketing material that tells the world about the great solutions you offer. We take this content and share it on our media platforms, providing you with exponential publicity, exposure, and third-party validation. We help get your company known and chosen. We get you more business and help you in your efforts to help the world.

### Our Media Platforms

- GreenSuccessStories.com
  - Our showcase website, featuring over 1,500 posts and a wide range of readership
- LinkedIn
  - Tagging of your article, your LI profile, and your company to all our connections
  - Posting from Green Success Stories LI, and personal LI of GSS team members
- Newsletter (email list)
  - 60K committed sustainability professionals/decision makers
- Instagram (Green Success Stories)
  - 9K followers
- Facebook group (Sustainable Living)
  - 140K CEOs and Leaders
- You
  - Share the content on you that we publish with **your** media channels - LinkedIn, Website, Blog, Newsletter, Facebook, Instagram

### Benefits of Our Services

Green Success Stories writes and publishes articles, profiles, case studies and other marketing material that tells the world about the great solutions you offer. We take this content, post it on our website, and share it with our media platforms, providing you with:

- Exponential publicity
- Media exposure (organic SEO)
- Third-party validation

We help get your company known and chosen.

We get you more business and help you in your efforts to help the world.

# Services We Offer

## Green Spotlight Feature

Interview style article on GreenSuccessStories.com, shared across our LinkedIn sites, shareable by you as well.

## Sponsored Article

Article in Green Success Stories (app. 500 words) on a theme of your choosing. You provide raw material for the content (e.g., brief interview, raw text, theme) and we write the content in an engaging and professional manner.

Note that article is a general term. Article content may include newsletter material, blog posts, email content, fundraising letters, or other related items.

Note as well that Green Success Stories is happy to post and promote content that you provide (i.e., sponsored content such as press releases, white papers, and the like)

## Profile Article

Article in Green Success Stories profiling your CEO or major players in your organization. You provide raw material for the content (e.g., brief interview, raw text) and we write the content in an engaging and professional manner.

## Case Study

Case studies are marketing documents that read like magazine articles. They tell the story of how your company helped a client (or another company) overcome a problem they were facing by using your solution. They provide the best kind of testimonials, and are very easily adapted into other content - blog posts, marketing tear sheets, sales handouts, etc. You provide raw content and contact info for the interviewee. We interview and create the case study.

Case studies are provided in various levels of depth: 1 page (500-700 words), 2 pages (700-1000 words), 3 pages (1000-1500 words).

## Other Content

Green Success Stories offers additional forms of content. Pricing for those service offerings is determined based on the length and breadth of the project.

- **Technical Writing** - We make complicated material clear and easy to understand. Technical writing projects may include QuickStart Guides, User Guides, White Papers, Product Briefs, etc.
- **Copywriting** - We keep user interest going and growing. We get them excited about what you are doing and what you have to offer. Copywriting projects may include website copy, email series, sales letters, etc.

## Media Channel Placement

Publication on our website and tagged links to content across our other media channels (LinkedIn, Instagram, Newsletter, Facebook), providing exponential media exposure.



# Green Success Stories

## Samples

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### Samples

#### Green Spotlight Feature

As indicated above, the mission of Green Success Stories is to highlight great folks doing great things in the field of sustainability, in all its manifestations. We provide “spotlight” articles that let folks describe their sustainability journey, the work they are doing, some of the successes they have had, and more.

Here are a few recent ones to take a look at:



#### **Uniting Arizona’s Climate Community Around Clean Technology**

Green Success Stories sat down with Dr. Sotiria Anagnostou, Board Director of AZ CleanTech. We discussed her mission to make corporations more sustainable, her excitement at heading Arizona’s first platform uniting the entire climate community, and her vision for a future surge in clean technology.

[READ MORE](#)



#### **Financing Sustainability for Colorado Businesses and Communities**

Green Success Stories sat down with Garrett Chappell, Senior Sustainability Specialist at Premier Members Credit Union. We discussed the award-winning efforts of PMCU to support local members and organizations with green action, environmental education, unique events such as free bike fixing and waste removal, and with the broader scope of sustainability.

[READ MORE](#)

## Articles and Profiles

Green Success Stories offers in-depth interview style (or third person reporting style) profiles of leaders in the field.

Here's an in-depth interview with Joel Makower, head of GreenBiz Group.

# Helping Companies Walk the Walk on Sustainability for 35+ Years: An Interview with Joel Makower of GreenBiz Group



Green Success Stories had an in-depth conversation with Joel Makower, chairman and co-founder of GreenBiz Group, a membership network and digital media event firm focused on corporate sustainability and innovation. We discussed the evolution of sustainability efforts over the years, the dynamic nature of the field, and the real good that companies and individuals do toward mitigating climate change.



We're equally adept at doing long and short blogpost content profiling news and events related to your firm, or to topics and events in the larger sustainability arena.

## Are You A Waste Worrier? Stop Food Waste With Too Good To Go



As the staff of Green Success Stories munches on croissants and muffins, we are patting ourselves on the back (and tummy) for doing something good for the planet.

We got those goodies for a super discount via the [Too Good To Go](#) program. We have joined the waste worriers.

Too Good To Go is an international organization dedicated to reducing food waste. They connect with local

## This Building Was Retrofit (For A King)



You've heard of this building. You've seen it in the movies. It's a favorite of tourists of the human and ape variety.

It was called the "World's Tallest Building," when it [opened to great fanfare in 1931](#). Its exhilarating height, its gleam, its limestone, its granite, its art deco look – all impressed the world. Attracting cameras (and tragic monsters clutching damsels and crushing airplanes) everywhere, it became a star.



But that star, in its own way, was a monster. It was an energy beast.

### Portrait of the Beast

A [review](#) of The Empire State Building's figures from the early 21st century show that it would typically

Or, for sample purposes, take a look at some of our content in other realms, e.g., cybersecurity, marketing, finance.

**Insights** | Protecting Your Home's Smart Devices

Our homes are becoming increasingly connected to the outside world through "smart" devices, which work together over your Wi-Fi network to make your home more comfortable, safe, and convenient. Common smart devices include thermostats, televisions, light bulbs, and surveillance systems.

With all of this convenience comes a great deal of risk. Internet-connected smart devices can become a target for hackers, so it's important to configure them in a way that doesn't put your home — or your data — at risk.



**Insights** | Password Reset Best Practices

Your password is set to expire in 2 days. Please reset your password now.

Many react to this automated message with a grumble or groan. "Again?" "Already?"

From work-related accounts to online banking or shopping to gym memberships, passwords have long been our golden ticket to accessing the online world and keeping our accounts safe. With so many accounts and passwords, it is no surprise that account users often dread when their passwords expire, forcing them to add to their ever-expanding alphabet soup of passwords.

In recent years, industry authorities and experts have begun to call into question the effectiveness and utility of scheduled password expirations. Their [research](#) centers around individuals' poor password management practices and the burden password resets

## Beware the mortgage loan in sheep's clothing

"Baaaaaa" went the sheep as he walked into the mortgage lending office. "Yum!" went the mortgage broker behind the desk...



"Have I got a loan for you!"

There are many times when investors need to take out mortgage loans as leverage to grow their private lending business. And the friendly mortgage broker strongly suggests a loan based on the best interest rate. But that rate is very often the best for him, which means you end up getting fleeced.

Unless you learn the right way to pick an investment loan.

### Why interest rates are like sheepskin covering a hungry wolf

Mortgage lenders are businesspeople first and foremost. They may be your friends outside the context of work. But in the mortgage lending office, it's their primal instinct to protect their best interest, not yours.

*INFLUENTIAL: ROBERT CIALDINI'S PRINCIPLES OF INFLUENCE AND HOW TO USE THEM IN DIRECT RESPONSE WRITING*

**ARTICLE 1:**

**THE INFLUENCE OF INFLUENCE**

When it boils down to it, direct response writing has one basic goal. To influence readers to respond.

Buy this product! Sign up for this newsletter! You have nothing to lose... it's a risk free trial offer! Your credit card number, please...

It's a creative, exciting, often rewarding effort... and because it's direct response, you know when you succeed.

To be good at it, you need to learn how to influence others.

That's where Robert B. Cialdini comes in.

**Who is Robert B. Cialdini?**

Dr. Cialdini is the author of "*Influence: Science and Practice*", one of the most, well, influential business books of all time. The book has sold over 2 million copies in its various editions and incarnations, has

Note as well that Green Success Stories is happy to post and promote content that you provide (i.e., sponsored content such as press releases and the like), though we may consult with you on edits we feel would make the piece stronger.



## Case Studies

Case studies are a great way to promote the solution your firm provides. They tell the tale of how your solution solves a client's problem and how everyone is happier as a result. They are also known as success stories and form a key element of what Green Success Stories provides. Note that they also are very reusable, as a recent article we wrote details:



Thinking about having Green Success Stories do a case study for your organization? Good idea! You'll get a very readable, engaging tale of how you helped solve a client's problem and everyone is happy. It's the best kind of third-party validation. It makes you look like the best solution out there, as attested to by your customers.

Plus it's extremely versatile. Here are

### 9 Additional Ways You Can Use A Case Study

1. **Use it in a press release.** A case study can quickly be abridged and reformatted into a press release. Be sure to note in the release that a more detailed, expanded case study version is available. Editors might pick it up.
2. **Mail or email it to prospects and customers.** This is a terrific way to keep in touch, raise awareness about a new product or service, and even convert prospects into customers.
3. **Give it to sales.** Salespeople love case studies. They use them in presentations, to illustrate key points and as testimonials. A case study is often more convincing than a brochure.
4. **Post it on your website.** Want to improve traffic to your site? Adding new, valuable content is a proven strategy. A case study certainly qualifies.
5. **Use it as a story in your newsletter or email list.** Success stories based on real-world applications get

Here are some links to some previous case studies we've put together:

**milengo**  
ZIG Localization Alliance

**milengo's Document Structuring Service Provides the Perfect Solution for Saba's Documentation Conversion Needs**

**saba**

**INDUSTRY**  
eLearning

**CHALLENGES**

- Thousands of pages in FrameMaker format to be converted to XML for greater topic reuse and multi-purposing
- Conversion process is time consuming

Documentation Managers sometimes need outside help to free team members for essential writing tasks. But how to find the right help? How to find expertise that can be trusted to do the job right, fast and professionally?

Yitzik Brenman, documentation manager for Saba, was facing those questions.

**SYNOPSIS**

Saba (NASDAQ: SABA) is the premier global provider of strategic human capital management (HCM) software and services. Saba's people management solutions are used by more than 1,300 organizations and over 17 million end users worldwide. Saba's solutions increase organizational

**TransLOCAL Translation Services**

**case study**

**Getting the Words Right: TransLOCAL Enables Multinational Committee to Achieve Long Sought Success**

**CROATIAN RESTITUTION COMMITTEE**

**Problem:**

Translations by non-native speakers were causing confusion, lags in processing of documentation and losses in crucial court cases.

**Solution:**

TransLOCAL Translation Services, providing translations into the local language exclusively by native speakers

**Results:**

- Dramatic reduction in requests for clarification

It was the 4<sup>th</sup> time in two months that a crucial deadline for court documents was missed because of translation problems. Anka Milac, documentation manager for the Croatian Restitution Committee, was at a loss for words.

"Getting the words right is essential in the work we are doing," says Ms. Milac. "In applying for government restitution for private property that was unfairly appropriated by former local governments, we need a lot of documentary evidence. This involves a wide range of translation into many different languages, for many different court bodies, many of them international."

**The Courts Kept Sending Our Documents Back**

"We have staff translators, who are by and large talented," Milac continues. "But the courts kept sending the documents back for clarification! They didn't "get" what our translators were translating into

## Case Study / Maple Estates



*"The change was just amazing... Smart Moves took away our customers' hesitations about the process of moving. Because of them, our prospect conversion rate has skyrocketed."*



**George Persing**  
Sales Manager, Maple Estates Retirement Community

### Moving Seniors by Removing Fears: Smart Moves Helps Seniors Overcome Obstacles to Joining Retirement Community

George Persing just couldn't figure it out. Why were retirees who seemed so interested in joining the retirement community he managed just not signing up for it?

As sales manager at Maple Estates Retirement community, Mr. Persing was seeing on average of 30 prospective new clients every month. He met with retired individuals and couples – warmly going through all the benefits of living in Maple Estates, giving them tours, introducing them to current residents, and more.

**"The prospects seemed so interested, so excited! And yet; sales were extremely low,"** said Mr. Persing. **I needed to figure out What was going on."**

So he did. After meeting with prospective clients, he began asking them to fill out a simple form. The form had open ended questions – What do you see as the greatest challenge to moving in to Maple

**Problem:**

Retirees show interest in moving to retirement community but in the end they don't Why? The process of moving is too complicated and difficult.

**Solution:**

Smart Moves Senior Relocation Service

**Results:**

- Dramatic rise in prospect commitment (from 16% to 75%)
- Annual sales levels

## Other Content

We've got a whole range of other technical writing and copywriting experience in our toolbelt. For example, white papers, technical manuals, autoresponder series, sales letters, you name it...



### Multimedia Net Card User Guide

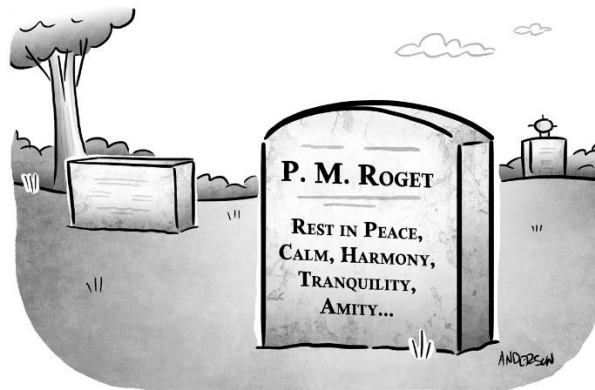
Version 1.2

We can do pretty much any kind of writing that your organization needs.

Suffice it to say that we make technical content clear, and your solutions very engaging to readers.

## A Few Words About Style

WWW.ANDERZTOONS.COM



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As Mr. Roget makes clear (even after his passing, demise, etc.), there's a thesaurus-ful of ways to convey your message. We make sure to match the style you want to convey. Serious. Professional. Businesslike...or Light. Friendly. Emotional... – we get it. We're flexible. We get what works for your audience. We'll make the style of your content appropriate for your needs.

## A Few Words About Credentials

WWW.ANDERZTOONS.COM



"So, you used to be a caterpillar?"

In my<sup>2</sup> caterpillar days (there were a lot of those days<sup>3</sup>) I worked for many years as a professional writer (technical writer, copywriter, editor). I put out a whole range of articles, essays, case studies, sales letters, user guides, technical articles, that sort of thing, for hardware, software, finance, and everything in between. You'll see some of that content interspersed in these samples.

Though I've always been a believer in sustainability efforts, Green Success Stories is relatively new; my professional efforts in this regard have taken place over the past year. We are growing and applying our experience and talent toward helping those who are leading the fight against climate change.

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<sup>1</sup> Green Success Stories has a contract with Andertoons that allows us to freely use their cartoons for marketing purposes

<sup>2</sup> My refers to Sheldon Gladstein, head of Green Success Stories

<sup>3</sup> LinkedIn Profile: <https://www.linkedin.com/in/sheldongladstein/>



## Testimonials

*"I have always been a firm believer in investing in marketing, PR, and online visibility, but lacked a direction and support. Green Success Stories not only helped us get more visibility online through article writing, SEO, and publicity, which directly led to us getting more clients, but was also very professional to work with and helped us refine our message and branding."*



Dylan Welch - Founder of Green.org

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*"Sheldon is an excellent writer who communicates extremely well, with documentation, with marketing material and interpersonally. More than that, he's an excellent person to have on your team. He fits right in with different team members, who immediately feel comfortable working with him. He steps up to the plate, volunteering for new assignments and taking leadership roles. He designs creative solutions to long-standing problems, and finds ways to make them work. He is a passionate professional in all respects, who takes great pleasure in making his team and company better. It's my pleasure to recommend him."*



Sam Adams – Managing Director, Carbon Capture and Commercialization

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*"Sheldon and I worked together at Qualcomm for over decade. He exhibited exceptional skill in converting highly-technical subject matter into clear and intelligible written form. As a technical writer with a broad skill set, we asked Sheldon to take on diverse projects for audiences ranging from engineers to non-technical personnel. Moreover, Sheldon was a true pleasure to work with. Always willing to help while maintaining both an outstanding attitude and a high level of professionalism. I would consider myself lucky if our paths cross again someday. Sheldon and I worked together at Qualcomm for over decade. He exhibited exceptional skill in converting highly-technical subject matter into clear and intelligible written form. As a technical writer with a broad skill set, we asked Sheldon to take on diverse projects for audiences ranging from engineers to non-technical personnel. Moreover, Sheldon was a true pleasure to work with. Always willing to help while maintaining both an outstanding attitude and a high level of professionalism. I would consider myself lucky if our paths cross again someday."*



Anand Shukla – Vice President, Program Management, Qualcomm

## Offerings and Pricing

Green Success Stories offers the following services. Services can be chosen a la carte or in monthly bundles. Customized packages are available as well.

Service	A la carte	Bronze	Silver	Gold
Green Spotlight Feature	Free	Free	Free	Free
Sponsored Article	<b>\$500</b>	1 article or profile per month)	1 article (per month)	1 article (per month)
Sponsored Profile	<b>\$500</b>	1 page case study (per month)	1 profile (per month)	1 profile (per month)
Case Study 1-page 2-page 3-page	<b>\$1000</b> <b>\$1500</b> <b>\$1800</b>	Media channel placement for each	2-page case study (per month)  Media channel placement for each	3-page case study (per month)  Media channel placement for each
Media Channel Placement	<b>\$300</b> (per service item)			
Other Content	<b>TBD</b>			
		<b>\$2100 per month</b>	<b>\$3100 per month</b>	<b>\$3400 per month</b>

## A Few Final Words

# Dam, You'll Feel Good

WWW.ANDERZTOONS.COM



Imagine it.

Your name and your solution out there, a lot.

All kinds of interest, lots of inquiries.

Enhanced credibility and thought leadership.

Third-party validation.

Organic SEO.

Content about you that stays out there - forever (unlike a paid ad or AdWords).

More clients. More customers.

A more sustainable world.

Dam, that sounds good.

Let's make it happen.

## Thanks!

Thank you for considering our services! Please feel free to be in touch to find out more.

To your green success story,

Sheldon Gladstein

Green Success Stories

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