



Jeff Traister

Your Superhero For Copywriting That Sells

Media Kit



Quick Facts

Marketing is an art. It starts with a big idea... a brilliant one that unites strategy and creativity. That's the seed for writing persuasive copy. It's the foundation to sell any product or service online or offline.

Traister Creative LLC, led by Jeff Traister, provides Internet marketing services that unite copywriting, publicity, website and automation technology... to help clients worldwide skyrocket sales to new heights!

Website: www.TraisterCreative.com

New Website Launched: 2014

Company Founded: 2003

No. of Employees: 1

Location: Jupiter, Florida (Palm Beach County)

Unique Qualities

■ **High Quality Persuasive Copy That Gets Results**

Jeff Traister writes high quality copy that can persuade audiences to buy.

■ **Conceives Big Ideas With Each Project...Guaranteed**

Every project has a guarantee for a big idea - one that can help clients achieve bigger results.

■ **Strategy + Creativity = Competitive Advantage**

Each project unites strategy and creativity in a simple way that can compel the audience to act.

■ **Develops Marketing Automation Strategy**

Jeff Traister is an Ontraport Certified Consultant who can help clients automate sales processes.

■ **Projects Delivered On-Time...Every Time**

Traister Creative LLC is reliable to deliver projects that meet client deadlines.

Media Contact: Jeff Traister • Traister Creative LLC • jeffpr@traistercreative.com • 561-228-1600



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Products & Services

Traister Creative LLC provides these services:

■ Persuasive Copy

Create persuasive copy to promote and sell client products and services. The copy can be for sales letters, video sales letters, direct marketing, email, websites, public relations, advertising, brochures, catalogs and other marketing.

■ Strategic Plans

Develop strategic plans including business plans to help clients raise capital. Traister Creative also develops marketing plans to enable clients to expand the sale and distribution of their products and services.

■ Marketing Automation

Develop automated sales processes to enable clients to convert more leads into buyers, increase customer retention and boost ecommerce revenues. Plus manage and segment contact database for custom micro-marketing.

■ Website Design & Content via WordPress

Create compelling WordPress website content including persuasive copy, images, videos and whiteboard animation.

■ Public Relations

Write press releases and conceive story ideas to increase client website traffic.

■ Health & Medical Writing

Jeff Traister - a graduate of Columbia University College of Physicians & Surgeons - also specializes in health and medical writing for healthcare services and pharmaceutical, medical device and nutritional supplement products.



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Background

From The Beginning. Starting Over After Surviving Tragedy.

The idea behind Traister Creative LLC began following two tragedies at the beginning of the twenty-first century. The first tragedy was the dot.com bubble burst. Jeff Traister was Vice President of eCommerce for an Internet organization. The market crash forced his company to merge with another firm out-of-state. One year after that they closed the New York offices.

Six months later Jeff was aboard a ferry boat in New York on the morning of 9/11. He witnessed the plane crash into the World Trade Center. Fortunately he made it safely back to his apartment across the Hudson River in New Jersey. And he watched the towers fall down live from the river bank.

Multiple Skills With One Focus on Serving Clients Worldwide

These events transformed Jeff's career and the economy. Jeff started his marketing services venture at a time when many companies reduced hiring full timers and opted instead for freelancers. During this time Jeff gained training and expertise as a webmaster and in video production. This enabled him to fulfill a growing unmet need for marketing professionals skilled in persuasive copywriting, website design, digital media and video.

Since then Traister Creative LLC has provided services to large, medium and small-sized companies in many industries and regions. These clients have included Pfizer, Kimberly-Clark, The Home Depot and DIRECTV in the U.S. and Elsevier in the Netherlands. The company has evolved...

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Company Evolution

Traister Creative LLC Today. Vision For The Future.

...Today Traister Creative LLC fulfills an increasing demand among B2C and B2B companies for Internet marketing services from its Jupiter, Florida office. Clients worldwide call on Jeff Traister to:

- Develop a strategic plan to build an ecommerce business
- Design a WordPress website with compelling content
- Write persuasive copy to induce buying behavior and generate sales; these include copy for website landing pages, sales letters, webinars, emails and more
- Build automated sales funnels to speed up the process of converting leads to customers and increasing retention
- Craft public relations strategies to attract website traffic
- Write education content on healthcare products & services

The future vision is to help clients boost ecommerce sales with strategic and creative marketing services.

Thank you for publicity you may develop to refer new clients.



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Meet Jeff Traister

Renaissance Man Turned Copywriter With a Flair for Marketing Automation

Jeff Traister writes sales copy. Thus the slogan “Your Superhero For Copywriting That’s Sells.” He practices his craft each day to keep his mind polished and fingers ready to type big ideas to help clients sell their products and services. This includes copy for strategic plans, direct marketing sales letters, email, websites, public relations, advertising and content marketing. Plus he writes scripts, edits and produces video and creates stories with whiteboard animation.

One specialty is writing about health, nutrition and medicine for both promotion and education. He wrote over 1,000 articles that Demand Media has published on its LiveStrong website.

Some notable clients Jeff’s worked with include Pfizer, Kimberly-Clark, The Home Depot and DIRECTV.

“Jeff impressed everyone...and was able to motivate an important client to produce an interactive program that effected significant revenue.” Robert T. Clough, Jr. Triclinica

Once called a “Renaissance Man” by Henry Koffler – President of the University of Arizona, Jeff earned an M.B.A. in entrepreneurship and BA in drama and creative writing. Plus he earned a M.S. in human nutrition from Columbia University College of Physicians and Surgeons where he studied under the tutelage of leading research scientists.

Jeff improves his skills with programs by American Writers and Artists - the world’s leading organization for copywriters. He’s a member of Circle of Success and Professional Writer’s Alliance – a group of copywriters who trail-blaze the field. Plus he’s an Ontraport Certified Consultant in marketing automation.

When not writing Jeff eats organic foods, hikes, bikes, relaxes on the beach, watches independent films and listens to a wide genre of music from classic rock to Brazilian jazz. He’s hiked the Grand Canyon twice, rafted down the Colorado River and been to all the beaches in the Beach Boys Songs. Plus he’s seen the final ballet performances of Baryshnikov and Nureyev. Jeff lives by the beach in Jupiter, Florida (Palm Beach County) and serves clients worldwide.



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Testimonials - Marketing

"Jeff Traister and his marketing services firm Traister Creative LLC enabled our healthcare organization to fully communicate the benefits of our services to prospective clients. He created a new WordPress website with persuasive copywriting and bold images and integrated it with a marketing automation system. The result is we are able to get website leads to opt-in and convert them into paying clients. Working with Jeff is a pleasure. He conceives new strategic ideas and creative solutions to challenging problems. I highly recommend him to any company in need of marketing services" says Helya Ortiz, President, Center for Trauma Counseling <http://www.palmbeachmentalhealth.org/>

"Jeff is imaginative, has the ability to think through to the end the potential benefits and pitfalls of the strategy at hand and is tenacious and focused on the task at hand. With these qualities he was able to develop a production, advertising and marketing strategy for his companies' products and effectively bring them to market." Larry Ross, Bressler Amery & Ross

"It's unusual to work with someone who remains creative and clear-headed in the wake of production difficulties, critical deadlines and legal headaches. Your leadership was constant, your enthusiasm encouraging and your direction clear and succinct...Even with a limited marketing budget, you consistently found ways to promote, gain national distribution and be recognized in a sea of multi-million dollar product launches. No new product launch is simple, not in today's marketplace, but to be able to place your product in major hub airports around the country and have it move off the shelves with virtually no promotional dollars to support it, is true marketing savvy. Proof that you don't need a hefty budget to get a new product to market. You probably could write a book or at the very least a good article on "How to launch a new product in today's marketplace with a limited budget." Faith Wozniak, Jouard Wozniak Advertising

"Jeff quickly earned the nickname "The Closer" for his ability to initiate, negotiate and close deals...and developed the financial models used to raise \$20 million in Pre-IPO financing."
Linda McCutcheon, CEO and Chairperson Internet Tradeline and former President of Time Inc New Media.



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Testimonials - Healthcare

“Jeffrey has the natural ability to gain and keep his audience’s attention, and demonstrated his expertise in nutrition, nutritional medicine & pharmacology, and health and disease. He was well organized, covered material thoroughly and emphasized the practical and clinical nature of what he discussed...Jeffrey is in a position of being able to present important information to the public – which can easily be construed as being vital to the health and well-being of every human being in understanding how to help themselves be healthier and free from disease with proper nutrition.”

Alan Matez, DO, President American Academy of Medical Hypnoanalysts

“Mr. Traister’s expertise in nutrition, nutritional medicine and pharmacology is impressive. He is a graduate of Columbia University College of Physicians and Surgeons which has provided him with much of his professional knowledge in medicine. I believe Mr. Traister would be an asset to any program because he has proven to be a knowledgeable, organized and well prepared speaker.”

Grace Marks, Project Director Northern Arizona University and Sedona Clinical Pharmacology Institute

“I would like to recommend Jeffrey Traister to you as an expert on Nutritional Medicine. Jeffrey spoke on a recent radio program with me and the response to him was excellent. He speaks clearly and is very well organized. Because of Jeffrey’s excellent training in Nutritional Medicine at Columbia University College of Physicians and Surgeons Institute of Human Nutrition, he has good credibility. His communication skills and stage presence are excellent so I am sure he would greatly enhance any seminar or public program he was part of. Take it from me, Jeffrey’s good.” Douglas Hunt, M.D. Psychiatrist

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