



**Do you resist or avoid  
your writing projects?**

**Do you love what you  
do but dislike writing?**

*I can help.*

# Hello there.

**It's me, Sandra Yin.**

I help entrepreneurs and small businesses attract more clients.

**Here's how:**

- I write for you.
- I polish your rough drafts.
- I edit, making dry or technical content sound juicier.
- I help everyone understand the value of what you do.
- I amplify the impact of your work.

*“Sandra was able to provide practical and actionable feedback that simplified our message, spoke to our key stakeholders, and provided consistency in our branding. I would recommend her to anyone looking for business or marketing communication help.”*

—Sean Griffey, CEO  
Industry Dive

# *I help expand your reach through* **writing, editing, and content strategy:**

- **articles**
- **blog posts**
- **case studies**
- **op-eds**
- **marketing copy**
- **proposals**
- **reports**
- **tweetworthy speeches**
- **web content**
- **and more . . .**

---

## **A bit about me**

In an earlier incarnation, I was a full-time journalist. These days I write and edit for leaders who have neither the time nor the staff to finish all their writing projects. They want to hand off the work to someone else and relax—knowing that urgent deadlines will be met.

What separates my service from other writers is that my journalism background means that I can parachute in, quickly get up to speed on your projects, and deliver exactly what you need in clear, easy-to-understand drafts, while freeing you to focus on other priorities. It also means that my antennae are always out, looking for the most newsworthy way to position your ideas.

## **Want to know more?**

If so, email me at [sandra@sandrayin.com](mailto:sandra@sandrayin.com) so we can set up a get-acquainted call. And visit my website at <https://sandrayin.com>.