

Adios, 2020! Don't let the door hit you on the way out. Buh-bye.



What a *Decade* This Year Has Been!

Orlando, December 17, 2020

Hi friend!

Holy moly, what a year! With COVID-19 ever-present since March, it sure feels like it's lasted well beyond 10 months.

Just within my own network, I know several editors who lost their jobs, while others dealt with rolling furloughs. (This hits close to home—my husband works at Disney and he was among the 65,000 employees that got furloughed for six months. Thankfully, he got called back to work in October.) Many of my clients and prospects in the travel/tourism/hospitality industries watched their businesses get decimated this year. Others put their marketing projects on hold to both rein in their budgets and to see how things shake out. And I've watched publications I write for fold completely, while others put a freeze on hiring freelancers.



It's no wonder everyone refers to 2020 as a raging dumpster fire. 🗑️

At 55, I'm not one for wishing time away. But I've never looked forward to a new year more, and I can't wait to kick 2020 to the curb. How about you?

With that being said, I have been extremely grateful this year as I try to focus on the positive and count my blessings—and one of them is you!

- **Thank you for staying connected to me**, whether it's through this newsletter, email, Zoom calls, or social media. I truly value our connection, especially as our stay-at-home life has become the norm this year. 😊
- **I appreciate all the referrals that came my way** this year from satisfied clients, fellow writers, and even a few prospects I've never worked with. Referrals are the lifeblood of my business, so thank you! 😊
- **I also appreciate the wonderful testimonials I've received.** Reading such lovely words from happy clients truly warms my heart. I feel a unique joy in knowing that I provide value to others. 😊
- **This year, more than ever, I'm so grateful to have worked with some amazing editors and clients.** To say that I am grateful for your business this year is an understatement. 😊

As I wind down 2020, I'm taking the last two weeks of December off to enjoy the holidays with my family. I hope you can take some much-needed time off, too. While I'm not taking on any new client work right now, I'll be back at my keyboard on January 4. If you've got an upcoming editorial assignment or content marketing/copywriting project I can help you with, please let me know and I'll get it on my project calendar for January.

In the meantime, I SO look forward to 2021. With coronavirus vaccines already rolling out, I am eagerly awaiting the return of normalcy soon. (*Hello, travel! Hello, restaurant dining!*)

Wishing you a happy holiday season that is peaceful, healthy, safe, and socially distanced.

Thanks for reading,



P.S. Like this newsletter? Forward it to a friend with an invitation to [subscribe](#). Seriously. What are you waiting for? Share it now. 😊



The Joy of Giving to Others

While I typically list writing/marketing resources here, I felt inspired by the Christmas spirit to throw out a few gifting ideas that can make a difference, especially this year.

- **Help those in need, wherever you live.** So many people are suffering right now, some being unable to even afford food to feed their families. If you can spare a few bucks, please donate to a food pantry, soup kitchen, or similar charity that helps feed the hungry. Here in Orlando, I love to support [Second Harvest Food Bank of Central Florida](#). If you can't make a financial contribution, consider donating nonperishable food items to keep their shelves stocked. Ditto for animal shelters—please donate (money, food, supplies) or adopt/foster a furry friend. Locally, I love to support [Pet Alliance of Greater Orlando](#).
- **Mask up to protect others.** Truly, the simple act of wearing a mask saves lives. It's such an easy thing to do to protect yourself and others. Give the gift of selflessness and compassion. If you know someone who needs a mask and can't afford one, please let me know. My 82-year-old mom has been sewing masks for six months. (In fact, a big shout out to my mom, who's dropping a batch off at a domestic violence shelter in Orlando. Go, Mom!)
- **Give gifts that give back.** Three of my favorite published pieces this year were gift guides I recently wrote for *Parade Magazine* (see links below in Fresh Ink). The articles share gifting ideas that give back to charities, support local artisan businesses, and let you shop your values at fair trade/ethical/sustainable marketplaces. Amazon has enough of our money, right?
- **Give testimonials and referrals.** This is a no-cost, high-benefit gift that can really make a difference to someone else, whether it's a colleague, an intern, a vendor, or your favorite freelancer. I've experienced this first-hand, as both a giver and receiver of testimonials and referrals. I've had a few instances this year where prospects just weren't a good fit for me, so I played "matchmaker" and referred a few writers who would be a good fit. Both the prospects and the writers were happy. Win-win!

Fresh Ink

If you'd like to see what I've been writing about and where I've been published these past few months, check out a few recent links, including B2B and B2C editorial, copywriting, and content marketing pieces:

- **USA Today Modern Woman:** [Dreaming of a Green Christmas](#)
- **Parade Magazine:** [Check Out Our Favorite Gift Ideas From Companies That Give Back to Worthy Causes](#); [Support the Red, White and Blue! Made in America Gifts From Each of the 50 States](#); [Made in America: Food Gifts From Each of the 50 States](#)
- **Nature Made:** [Vitamins for Women Over 50](#); [How Much Melatonin Should You Take As An Adult?](#); [Is Melatonin Really Safe & Can You Take It Every Night?](#)
- **National Environmental Education Foundation:** [How to Safely Celebrate the Holidays Outdoors](#); [STEM Activities to Keep Your Students Engaged This Winter](#)
- **Orlando Magazine:** [Travel: Hawks Cay Getaway](#)
- **Go Banking Rates:** [This Ultra-Rich Boys' Club Just Got Its 5th Member – Elon Musk](#); [DoorDash and Airbnb \(Finally\) Go Public](#); [8 of the Most Notorious Music Rights Battles of All Time](#); [What Does Open Enrollment Mean? 30% of Americans Waste Money Because They Don't Know](#)
- **Florida Realtor:** [Visual Marketing: 3 Things Homebuyers Want Now More Than Ever](#)
- **The Paperless Agent:** [10 Ways to Give Back to Our Local Community This Holiday Season](#)



Illustration courtesy of [Wet Floor Studios](#)

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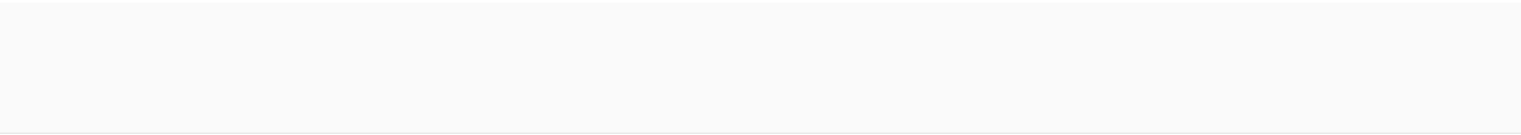
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