Grace Adeyemi

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Ms. Brennan
Root Insurance
Columbus, OH

Re: Content Writer

Dear Ms. Brennan,

Most insurance writing assumes the reader already knows what a deductible is. The best pieces on Root's blog do not, and that is the kind of writing I have spent the last four years doing for small business owners who never planned to become payroll experts.

At Tallgrass Payroll I write six to eight long articles a month on payroll tax and compliance. Our in-house CPA checks every one before it runs, which taught me to be exact without being dense. My largest project was a payroll tax guide for every state plus DC. It took most of a year and now brings in about 310 trial signups a month. I also went back through 40 older posts that had stopped earning traffic, rewrote them around what people were actually searching for, and moved 26 of them into the top five results.

Before Tallgrass I was a business reporter at Columbus Business Weekly. The newsroom gave me habits I still rely on: call the source, confirm the number, and write the sentence a busy reader can understand the first time. Those habits seem to fit a company that has to explain insurance to people who would rather be doing almost anything else.

My clips are at graceadeyemi.com, including two of the state guides and a customer case study. I would be glad to take on a short paid test piece if that is part of your process.

Sincerely,

Grace Adeyemi