

## Writing Samples

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Excerpts from books ghostwritten by Candace Morehouse

1. From a book about direct mail marketing:

### Introduction: Direct Mail Defined

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*“We grew up founding our dreams on the infinite promise of American advertising. I still believe that one can learn to play the piano by mail and that mud will give you a perfect complexion.”* –  
Zelda Fitzgerald, Author

These days, direct mail is often thought of as a dinosaur in the world of marketing. Who uses the postal system anymore when we’ve got instant connections via email, the internet, smartphones, and all those technological gadgets that make virtual advertising quick and easy?

If you’re of a certain age you surely understand what Zelda Fitzgerald is talking about in the above quote. I can remember being a kid in the fifties, sending off an order form from the back of a cereal box and anxiously awaiting the postman each day until my decoder ring or my 3D glasses or whatever arrived. Getting the mail every day was an occasion to which I always looked forward. A personal letter addressed to me (me!) was very special.

But just because the world has changed and we can now do everything short of brushing our teeth online doesn’t mean that people don’t still enjoy receiving mail. If you are a savvy marketer, you can learn how to harness that appeal to make your prospective clients anxiously await the arrival of the mail carrier once again.

The methodology I’m going to teach you in this book makes it easy to plan a successful direct mail campaign that sells. Yes, Virginia, you can still send your marketing message in the mail and get someone to take notice – and action!

2. From a motivational/inspirational book:

## Chapter One: Getting Your Mind Onboard With Your Goals

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*“It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen.” – Muhammad Ali*

Many of us go through life believing that we should want success, that we should have goals. We believe – and we dream. Yet it never gets any farther than that. Our goals remain merely dreams because we can't seem to get started on the path to success. So often we think we are willing to do whatever it takes but when it comes time to put our feet to the fire, we draw back out of fear or temerity or trepidation. What, then, can we do to make ourselves take action? It all starts from within our heads; we need to get our brains onboard with our desires to work toward what we really want out of life.

It all comes down to one truth: our minds are in control of our achievements. This can be detrimental, if we harbor negative beliefs, or it can be beneficial, if we learn to overcome self-limiting beliefs and replace them with positive affirmations.

Success is something we can attract if we just set our minds to it. That's an incredible insight that bears repeating: if you change your mindset, you can attract the success you want and deserve.

3. From a book about communication (personal and professional)

### ONE: Why Do We Need to Communicate Anyway?

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*“Electronic communication, as fast and efficient as it is, does not automatically lead to better communication.”* –Dan Dimanescu, Writer and Consultant

As long as there have been people on this earth, there has been a need to communicate with each other. There is no Vulcan mind meld available (Dang it!), so we have had to develop ways of getting our thoughts and ideas across, of asking questions, understanding answers and managing group activities. For the most part, that’s been accomplished through the spoken word.

That ability is limited to human beings. There are no other creatures in the animal world who speak to each other. Sure, birds call back and forth and porpoises click and squeak, but they don’t have the capacity to form words (either oral or written). According to Ray Jackendoff of the Linguistic Society of America, “Animal communication systems, in contrast [to humans’], typically have at most a few dozen distinct calls, and they are used only to communicate immediate issues such as food, danger, threat, or reconciliation.”<sup>i</sup> (Although, I’m in with the group of you right now swearing your dog or cat *can* speak to you!)

We can only imagine that Og the Caveman and his wife Oo were sitting around a campfire in their cave one night when they realized they had the ability to speak. Maybe Og left the toilet seat up or Oo had charged too many fur capes on their credit card. One thing led to another and the first verbal fight between spouses was born.

Og, “Five hundred dollars in beaver pelts? I thought we agreed on budget. You think me made of money?”

Oo, “I need new coverup for Bog and Bo’s wedding.”

“Bog and Bo getting married?”

“I told you last moon cycle!”

The grumbling would commence and Og and Oo would retreat to the far corners of the cave to spend the cold night alone.

Of course, language as we know it didn’t really start this way, but you get the picture.

Or do you? Therein lies the problem.

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<sup>i</sup> Jackendoff, Ray, “How Did Language Begin?” Accessed July 24, 2015 <http://www.linguisticsociety.org/files/LanguageBegin.pdf>.