

Nicole Schubert

Short form marketing script samples

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TV spot copy for The Ant Farm "I Spy"

Direction: Characters and what they have to do together

THIS FALL,

WHEN THE MISSION SEEMS IMPOSSIBLE

USE YOUR BEST KEPT SECRET (Eddie)

AND YOUR BEST KEPT SPY (Owen)

AND PRAY THAT THEY ... BOND

EDDIE MURPHY

OWEN WILSON

"I SPY"

RATED

WITH AN ATTITUDE THIS BIG
AND STAKES THIS HIGH
GOING UNDERCOVER
WOULD CRAMP ANYONE'S STYLE
EDDIE MURPHY
OWEN WILSON

"I SPY"

RATED

HE CAN GO 15 ROUNDS WITH ANYONE (Eddie)
BUT GOING UNDERCOVER
IS GONNA TAKE SOME NEW MOVES
EDDIE MURPHY
OWEN WILSON

"I SPY"

RATED

THIS FALL,
GET RECRUITED TO ROLL WITH THE PUNCHES
TEST THE GADGETS
AND RISK YOUR COOL
TO BE A SPY

EDDIE MURPHY

OWEN WILSON

"I SPY"

RATED

THIS FALL,

LEARN A LESSON ABOUT ATTITUDE

ADJUSTMENTS

AND SAVING THE WORLD

EDDIE MURPHY

OWEN WILSON

"I SPY"

RATED

Direction: Romance

WHEN YOUR COUNTRY CALLS

YOU DO YOUR DUTY

BUT WHEN BOOTY CALLS

YOU DO WHATEVER IT TAKES

EDDIE MURPHY

OWEN WILSON

"I SPY"

RATED

SPECIAL AGENT SCOTT'S BEEN DOWN ON HIS LUCK (Owen)

BUT WITH HIS LATEST SECRET WEAPON (Eddie)

HE JUST MIGHT SCORE

EDDIE MURPHY

OWEN WILSON

"I SPY"

RATED

WHEN YOU'RE ON A SECRET MISSION

THE SECRET DANGER

IS IN HER SMILE

EDDIE MURPHY

OWEN WILSON

"I SPY"

RATED

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Nicole Schubert, Writing sample for John Tesh

1 of 6 / Top of Hour Intro:

Ready for a distraction from the daily grind? Something new to think about or talk about with friends, co-workers or your spouse? We have all kinds of fun tips, tricks and facts to keep those brain synapses firing! It's called "intelligence for your life"... and it's coming up soon, together with some great music.

Here's what we have planned:

- For the ladies, did you know that fighting with your husband can put your health at risk?... I'll tell you how you can keep your body and marriage healthy ... like by letting your husband know exactly what you think...
- Then, for anybody who's ever put their foot in their mouth, I have some tips from the experts about what you can say to your friends ... about their looks and their ex boyfriends ... like what to say to a newly single friend without making them feel bad about the dud they just broke up with.
- And coffee drinkers, listen up! Your favorite brew isn't all bad. It's good too. And I have the latest... like how much coffee you need to drink to have an easier workout at the gym ...
- Also, I have some tricks to lift a bad mood that are great if you're suddenly having a grey day. Here's a preview: turn your frown upside down and you'll feel elated. Now that's an easy step for a lot of bliss...

Let's start with some music, another easy mood booster...

2 of 6 / AFTER SONG 1

Ladies, do you clam up when you're fighting with your husband? Well, don't, because according to a new study at Eaker Epidemiology Enterprises, women who don't say what they mean during fights with their spouses are putting their health at risk. Serious risk. In fact, women who don't speak up are four times more likely to die over a ten-year period. They're also more likely to be depressed and have stomach problems.

So what can you do? Here are a few tips to keep you healthy that will benefit your hubby and your marriage too. Thanks to ivillage dot com.

-- **Tip #1**, let it out and shout it out, no matter what. Your husband is never going to make you happy all the time and he's probably going to infuriate you a lot of it. That's okay. In fact, some experts say healthy arguing is good for intimacy. So what's a healthy spat? A spat where you disagree, find a compromise and still kiss and make up.

-- **Tip #2**, take care of your body. Stress and pent up feelings show up in physical ways. That cold you always get right before your in-laws visit may not be a coincidence. So what you need to do is give your body a boost while you're learning to speak up. Start by eating healthy, exercising regularly and getting plenty of rest.

-- **Tip #3**, make your own needs a priority. Most women don't do this. Instead, they're too busy and put themselves last. So before you run off to do that good deed for someone else, slip into a bubble bath or take a yoga class you've been eyeing — and don't feel guilty about it! Especially now that you're ready to fight for your health and shout it out...

3 of 6 / BETWEEN SONGS 3 & 4

Listen up everybody who's ever put their foot in their mouth! There are many things that you should never say. Luckily, I have options of what to say instead. Here are some for the most common blunders. Courtesy of Real Simple dot com.

-- **First**, let's talk about what NOT to say about someone's looks.

According to expert Clinton Kelly, one of the most common mistakes is "You look tired." But this sounds like you're saying the person doesn't look good. Instead, try: "Is everything OK?"

-- **Another common faux pas** is: "Wow, you've lost a ton of weight!" But this sounds like you're saying the person used to be unattractive. Instead try: "You look fantastic." And leave it at that. Or add, "What's your secret?"

-- **Then there's the ever-so rude:** "You look so good for your age." Which is like saying, "You look great — compared with other old people." Instead stick with the short and sweet: "You look great."

Now when it comes to your single friends, here's another set of easy slips to avoid.

-- **First**, there's: "You were too good for him. (Or her.)" Which basically means the person has bad taste, according to expert Bethany Marshall. Instead try: "His loss!" which gets the point across without being critical.

-- **And if you want to say:** "I'm glad you got rid of him. I never liked him anyway." Don't. Instead try: "I'm confident you'll find someone who will give you what you want." It focuses on what's to come instead of the dud your friend just broke up with.

-- **And the big doozy to avoid** is: "How could someone as perfect as you still be single?" Which sounds like: "What's wrong with you?" Instead try: "Seeing anyone?" or move on to another topic.

And finally, with your significant other, you definitely don't want to bungle in the jungle. According to family therapist Terrence Real, stay away from absolutes like "You always" or "You're wrong." They make people feel helpless and can make a bad fight worse. Instead start with "I." "I feel this" or "I feel that." This puts the focus on you and makes people more open. Which is right where they'll stay, with your newfound social etiquette tips...

4 of 6 / TEASE INTO FIRST STOP SET

- When we come back, I have some good news for coffee lovers ... experts are now saying that caffeine is both bad AND good for you ... I have some details that can help you decide if you're drinking too much or too little...
- Plus, I'll tell you some simple ways to improve your mood and turn gloom into sunshine... you'll be surprised how easy it is. Pay someone a compliment and you can be on the path to bliss...

Don't miss this feel-good stuff!

5 of 6 / OUT OF SPOTS / INTO SONG 5

This one's for all you coffee fiends out there. Did you know that your favorite java juice is both bad AND good for you? Yes, that's right. Caffeine does far more than just give you the jitters. It has benefits too. The question is, are you drinking too much coffee – or not enough? Let's take a look at the latest research. Courtesy of Allure magazine.

First, three ways caffeine is good for you.

-- **One**, it can lower your risk of skin cancer and type 2 diabetes. Drink 2 – 4 cups a day for results.

-- **Two**, it can make exercise easier. Drink 24 ounces of brew before running, walking or weight training to make your workout easier, reduce muscle pain and enhance your performance. How does it work? By blocking pain-stimulating chemicals.

-- **And the third pro about coffee** is that it improves your concentration, even after just 12 ounces.

And then there are the cons.

-- **First off**, if you're a smoker and you drink coffee, you increase your risk of getting lung cancer. Caffeine also increases your risk for heart disease because it releases stress hormones and increases blood pressure. But take note, smokers, drinking decaf can actually decrease your risk of lung cancer.

-- **The second downer** is that coffee can weaken your bones. Basically, it makes your body get rid of calcium and makes women more likely to get osteoporosis.

-- **And the last** and most obvious downside is that coffee can turn you into an addict. Even just one cup a day can make you dependent after just a few days.

The bottom line: moderation is key!

6 of 6 / BETWEEN SONGS 6 & 7

Life isn't always a bowl of cherries. But it sure can come close. Especially with some tricks scientists have found to lift a bad mood.

According to psychology professor Sonja Lyubomirsky at U. C. Riverside, 50% of our happiness is determined by our genes; 10% is what happens in our lives; and a whopping 40% is determined by our daily thoughts and actions. With numbers like that, why not learn a few good tricks to lead you down the path of bliss? Here are five courtesy of Allure magazine.

-- **Trick #1** -- Talk to strangers. It may be going against what your mom said, but when you meet new people, you act more cheerful. And according to a study by professor Elizabeth Dunn at the University of British Columbia, acting more cheerful makes you feel more cheerful.

-- **Trick #2** -- Think fast. Literally. If you make your mind race, it gives you a mood boost. Even reading quickly can make you feel happier, according

to a study published in the magazine *Psychological Science*. And it makes sense too because when you're depressed, you think slowly.

-- **Trick #3** -- Turn a frown upside down. Yes, faking a smile, or refraining from scowling, improves your mood. Pronouncing a long E or holding a pen in your mouth can do the trick. Why? Many psychologists think that expressions don't just show emotions sometimes they instigate them.

-- **Trick #4** -- Eat fish and fish oil supplements to get omega-3 fatty acids. No one gets enough in their diets ... which is a shame because omega-3s can improve your mood more than prescription antidepressants.

-- **And Trick #5** -- Do a good deed. Even something as simple as doing your roommate's dishes or buying a friend dinner can enhance your mood, according to a UC Riverside study. Do five acts of kindness in one day and you can significantly increase your happiness quotient! And who wouldn't if it's that easy?...

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La Jolla Digital, voice-over script for web demo

Page 1: Welcome

VO:

HELLO AND WELCOME TO (NAME). WE'D LIKE TAKE A MOMENT TO TELL YOU ABOUT OUR AFFORDABLE, COMPLETE WEB-BASED SOLUTION FOR YOUR EMR, PRACTICE MANAGEMENT AND MEDICAL BILLING NEEDS. (NAME) IS DESIGNED TO MAKE RUNNING AN EFFICIENT PRACTICE AS EASY AND SMOOTH AS POSSIBLE FOR YOU AND YOUR STAFF AND TO MAXIMIZE YOUR INCOME SO YOU CAN FOCUS ON GIVING YOUR PATIENTS THE BEST CARE POSSIBLE.

POSSIBLE COPY

- Affordable
- Easy-to-use
- Minimizes your workload
- Maximizes your income

VO CONT'D:

LET'S START BY TALKING ABOUT WHY A PREMIERE WEB-BASED SOFTWARE SOLUTION CAN HELP YOU MAINTAIN A FLOURISHING AND SUCCESSFUL PRACTICE.

2: Why use a premiere web-based software solution?

VO:

WHY USE A PREMIERE WEB-BASED SOFTWARE SOLUTION?

BECAUSE COMPLIANCE DEMANDS, LIABILITY AND EVER-INCREASING PRICES ARE DRIVING COSTS UP WHILE NEW PAYER REQUIREMENTS AND DECREASED PAYMENT LEVELS ARE DRIVING INCOME DOWN. THE ONLY WAY YOU CAN HAVE A SUCCESSFUL MEDICAL PRACTICE IN THIS ENVIRONMENT IS TO EFFICIENTLY MANAGE BILLING, SCHEDULING AND CLAIMS.

THAT'S WHERE (NAME) COMES IN.

POSSIBLE COPY

Higher costs:
Compliance demands
Liability
Ever-increasing prices

Lower income:
New payer requirements
Decreased payment levels

The solution: efficient practice management through premier web-based software

3: How can (name) keep my practice profitable?

VO:

SO HOW CAN (NAME) CAN KEEP YOUR PRACTICE PROFITABLE? WELL, FIRST OF ALL, A WEB-BASED SOLUTION HAS MANY ADVANTAGES OVER TRADITIONAL TOOLS. YOU CAN SAVE MONEY BECAUSE YOU DON'T HAVE TO BUY OR MAINTAIN COMPUTERS OR SERVERS. YOU CAN SAVE MONEY BECAUSE YOU DON'T HAVE TO SECURE YOUR DATA. AND YOU CAN SAVE

MONEY BY REDUCING WORKLOAD WITH OUR PREMIERE SOFTWARE MANAGEMENT TOOLS.

POSSIBLE COPY

Keep your practice profitable with:

- Web-based savings
- Web-based security
- Premiere software efficiency

4: web-based savings

VO:

AS A WEB-BASED SYSTEM, (NAME) IS A STEP ABOVE TRADITIONAL
COMPUTER-BASED MANAGEMENT TOOLS. NOT ONLY DOES (NAME) GIVE
YOU AND YOUR STAFF AROUND-THE-CLOCK ACCESS FROM ANY INTERNET
CONNECTION, BUT IT ALSO SAVES YOU FROM HAVING TO BUY AND
MAINTAIN YOUR OWN COMPUTERS AND EQUIPMENT. AND WITH (NAME),
YOU HAVE A FRIENDLY, KNOWLEDGEABLE SUPPORT TEAM WAITING TO HELP
AT ALL TIMES. WE EVEN KEEP YOUR SYSTEM CURRENT BY AUTOMATICALLY
UPDATING IT FOR YOU THROUGH THE WEB. YOUR STAFF CAN BREATHE EASY
WITH A MINIMIZED WORKLOAD WHILE OUR ADVANCED SOFTWARE TOOLS
KEEP YOUR PRACTICE RUNNING PROFITABLY. AND YOU CAN FOCUS ON
THE REAL BUSINESS AT HAND – HEALTHCARE.

BUT IS YOUR DATA SAFE IF IT'S OUT OF THE OFFICE?

POSSIBLE COPY

A step above traditional computer-based management:

- Access through any internet connection

- No need to buy expensive equipment
- Friendly, knowledgeable support team
- Automatic updates
- Advanced software

5: web-based security

VO:

(NAME) PROVIDES RELIABLE, PROTECTED SOFTWARE AND A SAFE, DEPENDABLE FACILITY TO STORE YOUR INFORMATION SO THAT YOU DON'T EVER HAVE TO WORRY ABOUT ANYTHING WHEN IT COMES TO KEEPING YOUR MEDICAL INFORMATION PRIVATE AND SECURE.

THE (NAME) SOFTWARE HAS BUILT-IN GUARDS AGAINST HACKERS AND HUMAN ERROR AND AUTOMATICALLY UPDATES YOUR INFORMATION EVERY HOUR. AND TIGHT SECURITY AND BIOMETRIC ACCESS POINTS ENSURE THAT THE TIER-ONE HARDENED STORAGE LOCATION WHERE YOUR DATA IS STORED IS SECURED AGAINST THEFT AND NATURAL DISASTERS. THE FACT IS THAT USING WEB-BASED (NAME) IS 300% MORE HIPAA COMPLIANT THAN USING ANY OTHER IN-OFFICE SERVICE.

BUT HOW CAN IT HELP YOU RUN YOUR PRACTICE MORE EFFICIENTLY?

POSSIBLE COPY

Secure system:

- You control access
- Protected software – no hackers, no human error
- Secure storage facility – biometric access, tier-one
- 300% more HIPAA compliant than in-office service

6: web-based efficiency

VO:

(NAME) OFFERS MANY PREMIERE TOOLS THAT CAN MAKE YOUR PRACTICE RUN MORE SMOOTHLY AND SAVE YOU MONEY IN YOUR DAY-TO-DAY BUSINESS. ONLINE CHARGE SLIPS AND CHARGE CAPTURE, FLEXIBLE SCHEDULER, DATA SHARING AND CLAIM SCRUBBER ARE JUST A FEW.

THE ONLINE CHARGE SLIP AND CHARGE CAPTURE TOOL LETS YOU TO KEEP TRACK OF EVERY SINGLE CLAIM RIGHT FROM THE GET-GO, EVEN IF YOU CONTINUE TO USE PAPER CHARGE SLIPS. AND WITH THE AVERAGE PRACTICE LOSING UP TO 10% OF ITS CHARGES ANNUALLY, THIS CAN MEAN A BIG JUMP IN PROFITS.

THE FLEXIBLE SCHEDULER TOOL SAVES YOUR STAFF A SIGNIFICANT AMOUNT OF WORK HOURS BY MAKING CHECK-IN AND CHECK-OUT CONSIDERABLY EASIER.

LABOR COST IS ALSO SUBSTANTIALLY DIMINISHED THANKS TO THE DATA SHARING TOOL WHICH LETS MULTIPLE STAFF MEMBERS ACCESS THE SAME RECORDS AT THE SAME TIME, LETS THIRD-PARTIES ACCESS YOUR DATA IF NECESSARY AND PROVIDES A PLATFORM THAT'S COMPATIBLE WITH ADVANCED EMR.

THE CLAIM SCRUBBER ALSO REALLY DRIVES UP AR. THIS TOOL VERIFIES CLAIM ACCURACY, CHECKING UP TO 400,000 CCI, LMRP AND PAYER-SPECIFIC EDITS. THE TOOL ALSO PROVIDES CODING CORRECTIONS SO THAT YOUR STAFF CAN EASILY MAKE CHANGES AND ONLY SUBMIT CLEAN CLAIMS. BOTTOM LINE? FEWER APPEALS! IN FACT, WE'LL GUARANTEE THAT WITH THE CLAIM SCRUBBER TOOL, YOU'LL HAVE LESS THAN 5% IN REJECTED CLAIMS! THAT'S WAY BELOW THE 30% INDUSTRY AVERAGE.

POSSIBLE COPY

(name) Tools:

- Online charge slips and charge capture
- Flexible Scheduler
- Data Sharing
- Claim Scrubber

SO NOW, HOW DO YOU KNOW IF (NAME) IS RIGHT FOR YOU?

Page 7: Wi

VO:

TO FIND OUT HOW MUCH MORE PROFITABLE YOUR PRACTICE CAN BE WITH (NAME) AND TO SEE IF (NAME) IS RIGHT FOR YOU, WE INVITE YOU FOR A FREE, 15-MINUTE, NO-COMMITMENT CONSULTATION WITH ONE OF OUR FRIENDLY STAFF.

WE'LL SHOW YOU HOW WE CAN CUSTOMIZE (NAME) TO INCREASE YOUR BOTTOM LINE; WE'LL FIND OUT JUST HOW MUCH YOU CAN INCREASE YOUR PROFIT BY USING (NAME); AND WE'LL ALSO GIVE YOU A FREE EVALUATION

KEY THAT WILL HELP YOU COMPARE (NAME) TO OTHER MEDICAL
MANAGEMENT SOLUTIONS.

CURIOUS TO SEE HOW PROFITABLE YOU CAN BE BY USING (NAME)? CALL
NOW FOR A FREE CONSULTATION TODAY: 1-XXX-XXX-XXXX

THANK YOU FOR JOINING OUR TOUR.

POSSIBLE COPY

Free consultation:

- Let us customize (name) for your practice
- Find out how much your profits will increase
- Get a Free Evaluation Key to compare shop
- Call 1-XXX-XXX-XXXX
- See more information online
- Watch the tour again