

# Cindy King



Cindy King  
**Copywriting  
For International Markets**  
**Cross-Cultural Marketer  
& International Sales Specialist**

Aligning cross-cultural offers for international sales.

Over 25 years field experience in international sales & marketing  
3 years professional copywriting

I help businesses get more international sales, primarily by:

- Creating international business development strategies to shorten time to profitability
- Developing international lead generation strategies
- Lead generation copywriting—interviewing international clients for success stories, case studies, & white papers
- International SEO & Web Copywriting

[Cindy King](#)

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## 3 Reasons For International Businesses To Work With Me

### + Multilingual

- 1 mother-tongue: International English
- 1 native-level skill: French
- 1 active skill: German

Also formerly dabbled in: Spanish, Italian, Dutch, Swiss German and Malay

### + Multicultural

- 2 cultures - North American & European
- 3 nationalities - Bahamas/Canada/France
- 5 past countries of residence
- 22 years field experience in non-English speaking environments, in sales, marketing and public relations targeting:
- 3 geographic regions: EMEA, ASEAN, North America and the Caribbean.

### + Inter Cultural

- 4 years working with Muslims
- 3 years working with Jews
- 1 year working with Catholics

And without personal commitment to any of them.

### = Cross-Cultural Empathy

Combined with 25+ years in international sales, marketing & business development, I have a unique talent in:

**Aligning businesses with  
different cultures &**

**Pinpointing  
the right international offer  
to open foreign markets**



## Copywriting For International Markets

### International SEO & Web Copywriting For International Businesses

#### Get International Clients

[www.GetInternationalClients.com](http://www.GetInternationalClients.com)

An international business directory, started in January 2008, to create a proprietary coaching system: the International Sales Road Map. There is an Action Guide by weekly email and a membership site in development

#### Scope:

Except for some logos and graphics, this website is all my personal work, including:

- Full editorial strategy based on re-purposing information to create multiple products
- Online promotion only through article marketing, press releases and social media
- Writing, editing, online publishing, information product creation, revenue generation

#### Skills:

- Search Engine Optimization brings numerous keywords to the first page of online search queries on several international search engines. Google "Get International Clients" to see results
- Article marketing to generate leads started bringing in a steady stream within 3 months
- Email marketing to subscriber list

### Authority Blogging & Social Media Community Building

#### Cindy King .biz

[www.CindyKing.biz](http://www.CindyKing.biz)

My personal blog on cross-cultural communication. This blog is used in parallel with the Get International Clients website to establish my visibility and personal branding. Google "Cindy King".

#### Skills:

- Social media networking and [micro-blogging](#) for business development

### Lead Generation Copywriting To Increase International Sales

Linguistic, cross-cultural and international sales skills help to interview international clients for:

- Success Stories, Case Studies and White Papers & Event reporting and micro-blogging
- Direct response sales letters — Professional Copy Reviewer for AWAI, American Writers and Artists Inc., and Peer Review Leader for Accelerated Training Services

### International English Copywriting For Multinational Audiences

Strong experience in writing for broad international markets. This is through my personal background and [25 years as an International Sales & Marketing executive](#), for both Fortune 500 multinationals and startups, and for French, British and American companies.

- Sales materials in various formats and for various stages in the sales process
- Brochures and other Marketing Materials—for various companies & industries
- Media Kit—for an international telecommunication publication
- Catalog—Asia Telecom catalog

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