



April 15, 2023

To Whom It May Concern:

It is my honor to recommend Adam Porter as a loyal, seasoned, talented writer. I hired Adam nine years ago as a freelance writer for our local, direct-mail-delivery magazine, *Hometown News USA*.

We focus solely on local business features. Unlike traditional business features, we have a proprietary, branded edit recipe. We've discovered through the years that only certain, talented writers have the skills to meet our needs. Adam has consistently performed as our top writer.

Our recipe has three components that we refer to as: Hook, Connect, Compel. The Hook is the most challenging part: a scenario, written in second person, that immediately immerses the reader in the benefit that the featured business offers. This takes a keen understanding of that business' unique offering and the imagination to envision and create a scenario that will hook the reader seeking their services—no easy feat. Adam consistently nails this challenge. He has written several hundred local business features for us through the years.

The common compliment my clients share with me is "Adam really listened during our interview, and he gets my business." As a business owner who takes pride in our company, I know I am only as good as my team. Getting compliments like this consistently is a true blessing.

Also, Adam is a team player. He understands what we need and easily communicates it with the other team members in a pleasant and professional manner. Adam is reliable. I greatly appreciate his timeliness to always deliver what we need on time or ahead of time!

Should you have need to learn more of Adam's success with us then please feel free to reach out to me anytime.

Blessings,

Ken Burke, CEO-Founder  
*Hometown News USA, America's 'Shop Local' Premier Paper*