

Anna Parker

Writing Samples

My name is Anna Parker, and I solve problems with communication solutions.

I am an expert at enabling people to be more effective. I capture the knowledge they need to be productive as soon as possible.

The quality of my work stems from a solid foundation in technical writing best practices. What makes me uniquely valuable is that I have taken that foundation and applied it to the full spectrum of business communication ranging from technical writing and education to sales training.

Along the way, I have mentored and coached colleagues, students, and trainers. I taught them how to advocate for end users and nurtured their command of rhetoric.

I hope you enjoy my writing samples, and I look forward to sharing my reflections with you in person.

1. Assignment Instructions
2. Promotional Teaching Aid
3. B.A.N.K.[®] Profile Report



1. Assignment Instructions

Description

I wrote these *How to Write a Compare and Contrast Essay* instructions for first year students in my COM101 Communicating Across Contexts classes at Seneca College.

I used a Microsoft Word template that I encouraged the students to use for reports.

I wrote and edited the content myself. Over time, I made minor improvements based on classroom experience.

Audience

My audience was COM101 first year students from a variety of different programs including:

- Computer Programming
- Database Administration
- Information Technology
- Mechanical Engineering Technology
- Underwater Skills (deep sea diving/welding)
- Early Childhood Education
- Graphic Design

Context

When it came to any genre of writing, many of my students in COM101 felt overwhelmed. They lacked confidence in their abilities because they didn't do well in high-school or they spoke English as their second language.

Purpose: I wrote this document to alleviate the anxiety associated with starting an essay. It enables the students to be more effective by defining a process and putting missing knowledge at their fingertips with context-relevant links.

Typically, an assignment wouldn't get such a grand write-up, but for this one I wanted the students to experience the relief that well-written instructions can provide.

Their next assignment was writing instructions, so this document served a dual purpose as a stealth teaser for the next unit.

Benefit

Good writing comes from an iterative editing process with credible feedback and plenty of effort. As long as my students submitted their papers on time, I was willing to coach them to an 80%.

Not many students took me up on the offer, but the ones who did left my class as confident writers.



HOW TO WRITE A COMPARE AND CONTRAST ESSAY

Anna Parker

SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY

How to Write a Compare and Contrast Essay

The purpose of this document is to walk you through the process for writing a compare and contrast essay for your COM101 assignment. It is expected that you will use these instructions while seated at a computer with Microsoft Word open, ready to complete the assignment.

[The Purdue Online Writing Lab \(OWL\)](#)

Throughout this document, there are links to relevant OWL topics that provide more guidance if you need it.

The OWL is an internationally recognized body of knowledge of best practices for all types of writing. Instructors throughout North America use it to support student writing of all kinds.

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How to Prepare

Remove all distractions: It is very difficult to produce good writing results when you are surrounded by distractions. If you want to produce good writing, you must try to remove all distractions. This means turn off your phone and put it away. You can't 100% focus with your phone vibrating all the time.

Expository vs. argumentative/persuasive: Before you write your essay, you must know if you are being asked to write an *expository* or an *argumentative* essay. Here is a chart that shows the difference between the two.

TIP: A comparative essay can be argumentative or expository.

Argumentative Essay	Expository Essay
Contains facts and writer's ideas	Contains information and data
Is biased and subjective	Is unbiased and neutral
Often uses first person point of view Example: <i>In my opinion...</i>	Often uses third person point of view Example: <i>According to Sundar Pichai...</i>
Thesis statement states the argument	Thesis statement introduces the topic
More about argumentative essays	More about expository essays

What You Will Need

To start the process, download the following files from the **Assignments** tab in Blackboard.

1. Academic Argument Assignment-Compare and Contrast.pdf
2. Comparative-Essay-BLOCK outline.docx
3. Comparative-Essay-ALTERNATING outline.docx
4. APA-Research-Paper-Template.docx

Process

Once you have downloaded the documents from the **Assignments** tab in Blackboard, complete the following checklist of steps:

- Get Started, see page 3.
- Write the Outline, see page 3.
- Write the APA Essay, see page 4.
- Review the Essay, see page 4.
- Submit with SafeAssign, see page 5.

Get Started

For many students, the hardest part of writing an essay is getting started. What do you do first? These instructions will help.

To start your essay assignment:

1. Open the assignment document for the essay questions and the rubric:
Academic Argument Assignment-Compare and Contrast.pdf.
2. Read the essay questions and pick one.
TIP: This assignment is based on articles and videos already discussed in class, so you don't have to find anything new.
3. Review the rubric so you know how the essay will be evaluated.
4. You are ready to analyze. With the essay question in mind, review the articles and/or videos and gather ideas on what to compare.
5. Explore similarities and differences. What are they? Write them down.
6. As you review, think about which compare and contrast format will work best for your essay, *block* or *alternating*?

Extra Help

If you want more instructions on how to gather ideas, or a reminder on *block* vs. *alternating* essay formats, visit the Grammarly website and read their blog post: [How to Write a Compare-and-Contrast Essay](#).

Write the Outline

The outline is where you capture and structure your insights as you complete your comparative analysis. When you do a thorough job of writing your outline, writing the final essay is easier.

To complete the outline:

1. Pick a compare and contrast essay format: *block* or *alternating*?
2. Open the outline file on your computer and either print it out to write your notes by hand or keep it open on your desktop and complete it on the computer.
 - For the block outline, open Comparative-Essay-BLOCK outline.docx.
 - For the alternating outline, open Comparative-Essay-ALTERNATING outline.docx.
3. Write your thesis statement. [More about writing a thesis statement](#)
4. Complete the remaining sections of the outline as you do your comparison.

Write the APA Essay

Now that you have completed the outline, writing the essay is the easy part.

To write the essay:

1. Open the `APA-Research-Paper-Template.docx` file and save it as your own with this file naming convention: *lastname-comparison-essay.docx*.
2. Update the cover page and update the header with the short version of your title.
3. Write your title.

Remember, your title can be exactly the question you're answering in your thesis statement or the observation you're explaining in your thesis statement.

4. Use the content from your outline to complete your essay.

If you've completed your outline online, you can directly copy and past the content into the essay template and streamline it with transition words. [More about transition words](#)

5. Update the **References** page with the two articles or videos you're comparing. [More about APA citations](#)

Review the Essay

Once you've completed your essay, take a break and schedule one more hour to complete your own review. You will be reviewing it for grammar and cross-checking it with the rubric.

To review the essay:

1. Open the `Academic Argument Assignment-Compare and Contrast.pdf` file. The rubric is on the second page.
2. Cross-check that your essay meets all the requirements defined in the rubric.
3. Check thesis statement and introduction of topics against the content and conclusion of your essay.
4. Review sentence structure and grammar.
5. Make your changes accordingly.
6. Save your changes.

Extra Help

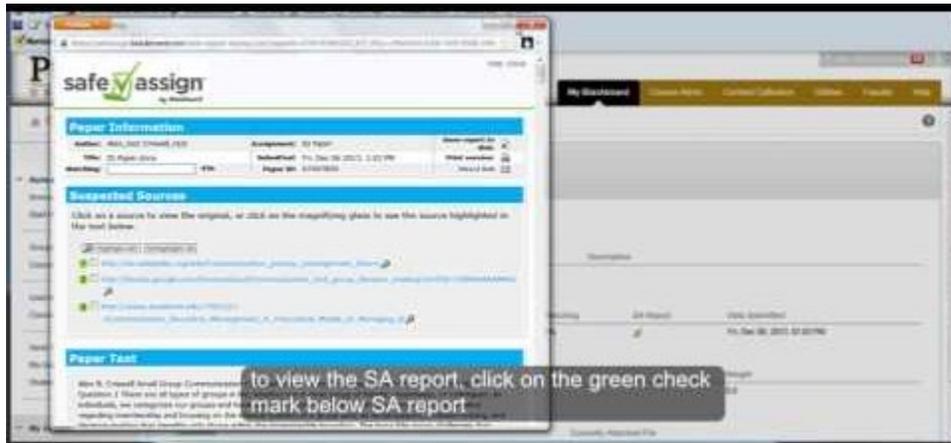
For those of you who need extra help with your sentence structure and grammar, take your revised essay to *The Learning Centre* for one last pass with the tutors there. Make sure you book a spot in advance.

[Book a spot at The Learning Centre](#)

Submit with SafeAssign

Academic integrity means no plagiarism please. To test for plagiarism, it is college policy that you submit your assignments through *SafeAssign* in Blackboard.

For instructions on submitting your assignment, watch this video:



<https://youtu.be/RuWI72QoPj0>

Revision Policy

Congratulations on completing your essay assignment!

Don't forget that if you receive a grade that's lower than you expected, you can book time with me to go over the weak spots, make your own changes, and then resubmit.

As long as your first submission meets the deadline, you can resubmit as many times as it takes to get it right. This is my policy.

Excellent writing comes from effort and revisions. If you don't get it right the first time—keep trying. I will award you up to 80% if the quality and improvement is there.

2. Promotional Teaching Aid

Description

I call this sample a *promotional teaching aid* because I used it as a free give-away at conferences and networking events to promote my writing services and sales writing clinic as well as a teaching aid for my third-year Business Report Writing class.

I wrote and designed this document in Adobe InDesign, and I was the subject matter expert. I have not made any revisions.

Audience

Promotional Aid: As a promotional aid, my audience was entrepreneurs in the personal development space looking for someone to take on their sales and marketing content development needs.

Teaching Aid: In the academic space, I used this resource as a teaching aid for Computer Programming and IT students taking their third-year business report writing class.

Please note that I distributed the right side of the page (phone numbers removed) as an 8.5/5.5 handout and online resource only. I did not include any promotional information in the academic environment.

Context

This report outline merges 15+ years of professional writing experience with teaching writing skills in the classroom.

Promotional Aid Purpose: As a promotional aid, the idea was to promote my credibility as a copywriter and content strategist with an academic background.

I never expected prospects to use the outline. I expected them to read the marketing content on the left and the heading on the right, and possibly the headings within the outline. I designed the layout to follow the F-shaped eye-tracking pattern.

Teaching Aid Purpose: As a teaching aid, I used this tool to simplify the structure concept in report writing.

I taught students how to write multiple types of reports, such as proposals, progress, and status reports. I focused on teaching them purpose rather than making them memorize structure.

Benefit

By following this outline, students didn't need to memorize multiple structures as long as they described the purpose up front. This applied to the final exam and future business writing endeavors.



WRITE TO INFLUENCE

Do you avoid business writing because you don't know where to start and don't feel confident about crafting a persuasive message?

Or... is English your second language and you don't think you can communicate well with imperfect grammar?

Rhetoric is the art of persuasion and you can do it:

Logic + Credibility + Emotional Appeal = Persuasive Argument



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HOW TO WRITE PERSUASIVE ARGUMENTS & DOCS

The secret to efficient communication lies in simplicity, *structure*, and scannability.

INTRODUCTION

1. Introduce yourself.
2. Introduce the context of how the reader knows you.
3. Share a "bio bit" to illustrate how your reader can benefit from your influence.

PURPOSE

To sell the value of reading the rest, declare your persuasive argument right up front. Share the reason for writing the document, identify the type, and reveal the outcome provided at the end. Don't force your audience to read to the end for your insight and solution.

SUMMARY

This is the executive summary of points to be covered in **BACKGROUND** and **DETAILS**. This isn't a teaser; the first three sections provide sufficient information for the reader to act, and then reserve the right to read the details now, later, or not at all.

BACKGROUND

Depending on the type of document, you may need to provide history, supporting information, or definitions so your audience understands the facts with no possible opportunity for misinterpretation or confusion.

DETAILS

This is the meat of your document.

Using secondary headings, expand on the points outlined in the **SUMMARY**. Don't be afraid to reuse content if it makes navigating or understanding your document easier.

OUTCOME

This is your CALL TO ACTION and without it, your document is useless.

Possible headings include: *Solution, Conclusion, Findings, Next Steps, Action Items*, or even *What's in it for you?*

Never leave your reader guessing at what to do next. Tell them **WHAT** to do plus **WHERE**, **WHEN**, **HOW**, and **WHY** to do it.

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3. B.A.N.K.® Profile Report

Description

This *B.A.N.K. Profile Report* is one of 24 possible combinations, and it describes your personality profile based on your values.

I was the content strategist and designed the structure and layout for the reports and collaborated with a copywriter who developed the initial marketing copy. I refined the content to align with the personality science.

I designed the original version of this B.A.N.K. profile report in Microsoft Word and collaborated with the graphic designer to produce assets. We have since moved the reports content into Adobe InDesign for a more sophisticated look and feel.

B.A.N.K. was founded by Cheri Tree—my subject matter expert—and it is the world’s only sales methodology scientifically validated to accurately predict buying behavior in real time.

After completing the online assessment, you can download your personal profile report at <https://codebreakertech.com/>.

Audience

The audience is diverse as the B.A.N.K. profile reports are a lead generator, targeting entrepreneurs and sales people who are interested in purchasing a subscription to Codebreaker Technologies’ offerings.

Context

Codebreaker Technologies has two sets of reports: *personality profile reports* and *sales reports*. Each set features 24 combinations of the letters B, A, N, and K, which stand for Blueprint, Action, Nurturing, and Knowledge personality types. For example, my personality type is KANB. There are a total of 48 reports.

Purpose: Cheri Tree created a communication model that helped her achieve competitively high sales numbers, and she chose to share her innovation with the world. The reports lay the foundation for all of Codebreaker Technologies’ offerings which now include an AI tool that analyzes and decrypts content and speech patterns.

The reports contain multiple snippets of content appearing in different combinations. Without a robust authoring tool, I used Microsoft Word’s custom properties to reduce duplication of effort and copy/paste errors.

Benefit

My influence on Codebreaker Technologies’ entire content strategy has led to their multimillion-dollar sales training and technology success story.

In October, 2021, Cheri trained the Cloud Division team at Google and has been invited by the head of sales to speak at an upcoming sales event.





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B.A.N.K. CODE™ REPORT

YOUR FULL B.A.N.K. CODE™ REPORT

Learn about why you do the things you do in this detailed B.A.N.K. Code personality profile report.



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May 2017

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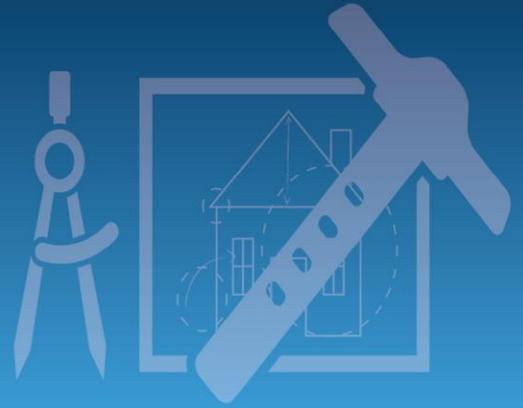
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B in B.A.N.K. stands for

BLUEPRINT

B types like stability, structure, systems, planning, processes, predictability, responsibility, duty, rules, credentials, titles, and tradition.



A in B.A.N.K. stands for

ACTION

A types like freedom, flexibility, spontaneity, action, opportunity, excitement, attention, stimulation, competition, winning, fun, and image.



N in B.A.N.K. stands for

NURTURING

N types like relationships, authenticity, personal growth, significance, teamwork, involvement, community, charity, ethics, harmony, morality, and contribution.



K in B.A.N.K. stands for

KNOWLEDGE

K types like learning, intelligence, logic, self-mastery, technology, research and development, science, universal truths, expertise, competence, accuracy, and the big picture.



INTRODUCTION

CONGRATULATIONS ON CRACKING YOUR B.A.N.K. CODE™!

Your B.A.N.K.™ personality code is **BANK** which we explain in detail in this report.

This comprehensive personality profile is aimed at helping you better know what makes you tick, especially when you make important decisions. This allows you to consider the strengths and weaknesses of your plans to ensure a win! Plus, knowing your B.A.N.K. Code will help you improve communication and relationships with everyone you know.

How to read your B.A.N.K. Code

The first and second positions are key. The last position is also important because it indicates personal values that are least important to you.



WHAT IS B.A.N.K.?

B.A.N.K. is a revolutionary personality typing system that helps us understand other people and has been scientifically proven to predict buyer behavior.



Science long ago determined that there are four distinct personality types that explain how we make decisions and interact with the world. B.A.N.K. uses this personality science to help you improve interpersonal communications for better professional and personal relationships.

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Download the White Paper Today!

With B.A.N.K., you can pin-point a person's personality type—their *B.A.N.K. Code*—in less than 90 seconds and then use that information to communicate more effectively in any situation.

SAVE TIME AND BOOST RESULTS

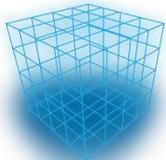
Don't waste another minute on unnecessary meetings or misunderstandings. Learn B.A.N.K. so you can crack the code to good relationships from here on out.

Continue reading to discover how to make your B.A.N.K. Code start working for you!

PERSONALITY PROFILE

As a **BANK** personality code, you are primarily responsible, dependable, and detail-oriented—with an amazing zest for life—and you always do the right thing!

BLUEPRINT



Your *primary* personality type is **Blueprint**. We say that you like to *think inside the box*.

B's are a responsible and detail-oriented people who we can always depend on to do the right thing. You are known as highly trustworthy—since you always follow through on your word—both at home and at the office. While you may be cautious about trying a new method, this allows you to avoid major mistakes and almost never make the same mistake twice. When you do find yourself trying the wrong thing, you always learn from the experience and move on to a solution that has worked before. Often you learn best through memorization, recall, and drill, and you know the importance of getting the details and logistics right, not just the big picture.

QUALITIES

Highly Ethical: You know that there is a right and wrong, and you can clearly see the difference between the two. Not only do you follow your own strong ethics, you prefer to only associate with those with a similar moral code.

Organized and Well-Prepared: You are almost never late, because you respect other people's time (and you expect them to respect yours). You always come prepared to a meeting with an agenda, and when you plan something, you try to ensure that every detail has been covered.

Committed: You don't give up easily. You follow through on any task to make sure it is done right to completion. You know that your word only has worth if you live up to it, so when you commit to something, you always deliver.

VALUES

B's value:

- the stability and efficiency of time-tested, proven, and predictable systems,
- the importance of keeping one's word and following through, and
- the value of home, roots, and tradition.

*You may primarily be a **B**, but that isn't all that defines you. Read the remaining summaries to learn about the other codes that make up your personality.*

ACTION



Your *secondary* type is **Action**. While this set of values may affect decisions and actions less than your primary type, it's still a strong part of who you are, so it's important to understand as well.

A's are born entertainers who always have a good story to tell. We say that they like to **live outside the box**.

Not only are A's unafraid to take risks, but they also are always on the lookout for new opportunities to disrupt and improve upon the status quo. If anyone is going to be involved in the next big thing, it's an A! As big *go getters*, A's are always searching for better opportunities to jump into headfirst. When you make your offer sound like that kind of opportunity, A's are the first to sign up.

NURTURING

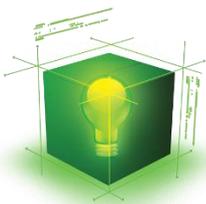


Your *third* type is **Nurturing**. This affects your daily decisions less than your primary and secondary types, but is still a part of who you are.

N's are the consummate people-persons. They love to empower people and support them to always be their best. We say that they like to **recycle the box**.

These people like to bring out the best in others and foster a sense of community. N's are diplomatic and harmonious, which makes them great at training, motivating, mentoring, and counseling. These types of people always seek out a deeper meaning in what they do and are looking for genuine connections. N's are warm, friendly, genuine individuals, which makes them wonderful to be around.

KNOWLEDGE



Your *least expressed* set of values is **Knowledge**. You will find that you relate to this type the least. While you may not share most of these values, you can use this information to understand and communicate more effectively with others.

K's are some of the smartest people you'll meet. We say that they like to **engineer the box**.

They have advanced intellect and love to learn. K's value reason above all else, which makes analyzing a complex situation logically simple for these types of people. K's make decisions based on facts and science; they never let emotions get in the way. If you need to analyze data or make a diagram or model to communicate an abstract idea, a K excels at this task. K's strategize for the long term and are fountains of knowledge, which means you will always learn something new around them.

HOW YOU MAKE DECISIONS

What internal or external processes do you follow before buying something or considering a life-changing opportunity? In any decision-making situation, it is ideal to know everything you want to know and have everything you need before making any kind of commitment. Find out your decision-making preferences based on your B.A.N.K code.

BLUEPRINT DECISION-MAKING

You know that innovation is a good thing, but you don't simply accept it on face value for its own sake. Innovation is only beneficial if it improves upon the old methods in a predictable manner. That's why you take your time to consider a new opportunity and make sure that it is planned and doesn't involve risk following it through. You need to see that all the i's are dotted and t's are crossed before you can seriously consider making any kind of final decision.



Your ideal decision-making environment:

- You know you can trust the authority, qualifications, and background of the opportunity, person, or organization you are considering.
- You understand not just the concept but the details of the system and how it how it will carry out and succeed.
- You have all the information you need and time required to approach the decision in an orderly and systematic way.

ACTION DECISION-MAKING

You know that life moves fast, so if you don't take risks, you could miss a great opportunity. You're optimistic and trust your gut. If something seems like a good chance, you're willing to take risks and move fast. While most people are still considering their options, you are acting, which often puts you ahead of the curve. To you, logic in decision-making can only take you so far. In the end, you tend to follow your instincts, make your move, and keep going until you get what you want.



Your ideal decision-making environment:

- You can be involved in the decision – hands-on.
- You can choose the option with the biggest potential payoff.
- You aren't held back by tradition, rules, routine, and structure.

COMMUNICATION TIPS

Understanding yourself better is important, but it's difficult to change and evolve without some guidance. Through our scientific research into the B.A.N.K. personalities, we've discovered some simple tips that you can use immediately to communicate better, boost your performance, and improve personal and professional relationships.

BLUEPRINT TIPS

When communicating with others:

- Have patience with others who work in spurts and not at a steady rate.
- Be more open to change, and be willing to take some risks.
- Hear others' points of view, be more diplomatic, and less demanding
- Learn to delegate more to leverage time.
- Avoid the urge to micromanage, and learn to trust more.
- Show more empathy to others.

ACTION TIPS

When communicating with others:

- Be more patient and resolve conflicts in a collaborative way.
- Make and keep commitments.
- Look beyond the quick fix, get organized, and take time to create a plan.
- Take time to listen to others' points of view.
- Pause before you respond. Think first and then speak, rather than react.
- Be more welcoming to other personality types.



STRENGTHS AT A GLANCE

When it comes to functioning effectively as a group, knowing everyone’s strengths and guiding others to use them creates a synergy that is valuable whether you’re building a leadership team, or on vacation with your family.

For example, a **Blueprint** type will happily organize events and ensure fairness, an **Action** type will lead and get things get done, a **Nurturing** type will facilitate group inclusivity and harmony, and a **Knowledge** type will think ideas through and recommend improvements.



- Commitment
- Creating an Agenda
- Details
- Discipline
- Economizing
- Following Systems
- Implementing
- Learning from Mistakes
- Logistics
- Management
- Memorization
- Obeying the Rules
- Organization
- Planning
- Responsibility
- Running Efficient Meetings
- Sequential Thinking
- Tenacity



- Building Teams
- Closing Sales
- Competing
- Creating Momentum
- Entertaining
- Flexibility
- Handling Crises
- Having Fun
- Improvising
- Negotiating
- Performing
- Promoting
- Pulling Things Together
- Realistic Problem Solving
- Story Telling
- Tactics
- Troubleshooting
- Winning



- Being a Catalyst
- Building Rapport
- Coaching
- Communication
- Counseling
- Diplomacy
- Empathy
- Encouraging
- Envisioning the Ideal
- Imagining
- Inspiring
- Mentoring
- Motivating
- People Skills
- Romance
- Supporting
- Training
- Using Metaphors



- Abstract Thinking
- Analysis
- Being Visionary
- Creating
- Dealing with Complexity
- Design
- Exercising Willpower
- Finding Errors
- Logic
- Multitasking
- Perpetual Learning
- Precision in Thought and Language
- Problem Solving
- Rationality
- Searching for a Better Way
- Strategic Thinking
- Theory Development
- Using Diagrams and Models



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