

# CHARPdesigns

CAROL HARPER  
writer • editor • designer



Years before American copywriting reached its pinnacle of sophistication with “pop pop, fizz fizz,” Mark Twain wrote that the “intensely right word” has an effect on us that is “physical as well as spiritual, and electrically prompt.”

The right words are critical in ringing that bell in your audience’s ear. CHARPdesigns knows how to ring bells, and better yet, open doors (without even knocking).

A publication also has to look good and visually fit its function. As the lovely and talented Ms. Kelly LeBrock implored in her 1982 Pantene ads, “Don’t hate me because I’m beautiful.” And Kelly, we don’t.



CHARPdesigns makes your audience look and listen. So don’t hate us because we’re talented—hire us! Call us at 410-889-1660 or email [CHARPdesigns@earthlink.net](mailto:CHARPdesigns@earthlink.net). Please check out our web site at [www.CHARPdesigns.com](http://www.CHARPdesigns.com).

WRITING, EDITING, GRAPHIC DESIGN THAT WORK

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