



SANDY ROSS

copywriting and creative to help you 'get the word out and get your Word's Worth'

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For "strategic, inspired" content, choose this awarded wordsmith as your communicator-on-call.

In her firm launched nearly 20 years ago – Word's Worth – Sandy excels in well-crafted copy (online, print) and concepts as well as coaching for your own writing. Also a first-time (co-)playwright who won 'Funniest Show' at the Fringe, her sense of dialogue and flow only adds to an engaging, storytelling style that's so refreshing in business communication – as is humour as a hook, where suited – to 'get the word out and get your Word's Worth'.



resource network of 1,500 personal (not as paid list) connections

praised by Mayor as leader of community for 700 homepreneurs at 150 meeting forums

college + diverse path + continuing ed = career currency

volunteer, board director, chapter administrator, (past) chapter Web architect

Sandy's impressive circle of influence includes resource networks of nearly 1,500 relationships, among them fellow IABC communicator members she serves as chapter administrator, and hundreds of dynamic entrepreneurs, her community focus.

The Mayor called her "an ace up London's sleeve" as she led us to a national award win as one of Canada's most home biz-friendly cities – largely due to Homepreneur Network forums she began in 1993 and ran for 15 years! Still championing micro businesses who may feel isolated in a home base, its niche community brings visibility and shared pride in connecting 700 proprietors at 150 events – and online, many of the 28,000 visitors to its homepreneur portal.

A two-time Fanshawe graduate (Behavioral Science, Secretarial), Sandy first worked in group homes in personal support, then Labatt in a corporate role for a decade. Its downsizing brought career resilience and entrepreneurship – Me, Inc. cachet that's solidified with ongoing studies in communication, micro business, and a Humour Writing university course completed through Western.

Inspired by her parents' volunteerism, Sandy's done likewise since her teen 'candy striper' days. She's served on many boards and the City's small business task force, impacting policy with other leaders. In 2007, Sandy's CAPS speaker peers honoured her as outgoing Web architect. And today, she's marking over 10 years as chapter administrator to fellow IABC communicators, and was elected as a director for her South Collegiate Alumni Association (2011-13).

MEMBER
IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS
+ administrator for IABC London since 1998

South Collegiate
Alumni Association



past member/
Web architect