

Nick Franck Creative Writing Work

Blogs

I worked closely with internal subject matter experts to write & review thought-leading blog pieces. Here are a few examples:

[5 Books AgileAssets CEO Stuart Hudson Is Reading](#)

[5 Ways To Get the Most Out of Xchange 2019](#)

[From Drones to Video Recognition: The Future of Asset Management](#)

[Building a Company Culture That Thrives](#)

[Leveraging Our Employees' Collective Genius](#)

Direct Response Email Copy

A couple of examples of email copy that I have written for webinars that we've released this year.

The image displays two side-by-side examples of direct response email copy for webinars. Each email has a clean, professional layout with a clear subject line, a call to action, and detailed information about the webinar.

Left Email:

- Link: [Join the Webinar](#)
- Subject: **From Digital Design to Asset Lifecycle Management: How Intelligent As-Builts Enable Smarter Workflows**
- Date/Time: **Thursday, March 9, 2023 • 2:00 pm-3:00 pm Eastern**
- CTA: **REGISTER**
- Text: "From 3D models to predictive analytics, digital tools are transforming how we design, deliver, and maintain built assets. See how capital project and infrastructure owners are putting digital delivery into action to improve productivity, project outcomes, and total ownership costs."
- Key Takeaways:
 - Improve efficiency & cost-effectiveness by harnessing critical data across the asset lifecycle
 - Increase accuracy & productivity by digitizing office-to-field-to-office workflows
 - Decrease total ownership costs by connecting teams across the entire asset lifespan
- Text: "Register today to save your seat and start to take actionable steps to enabling smarter workflows in your assets lifecycle management."

Right Email:

- Link: [Join the Webinar](#)
- Subject: **Creating Optimal Work Plans for Pavement Lifecycle Management**
- Date/Time: **Thursday, February 16, 2023 • 2:00 pm-3:00 pm Eastern**
- Text: "Streets and sidewalks are a community's largest infrastructure investments, so it's critical to manage them cost-effectively. This webinar will demonstrate how a pavement lifecycle management approach, using Trimble's Cityworks and AgileAssets solutions, helps local government agencies use connected data to streamline pavement planning, operations, and maintenance to more effectively manage capital improvement programs, asset inventory, inspections, reporting, and more."
- Key Takeaways:
 - Identify the key differences between basic pavement inventory management and full asset lifecycle management, as well as the benefits of each
 - Provide visibility into how integrated workflows and technologies support better planning and operations by local governments
 - Define next steps to advance your pavement management strategies to increase the safety, cost-effectiveness, and sustainability of your streets and sidewalks
- CTA: **Register Today**

Video Scripts

I have collaborated with internal and external experts to write the video scripts for every webinar, podcast, customer testimonial and culture video linked to my page.