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## Writing Examples

### **SOCIAL MEDIA**

We listened, and we heard you: introducing our latest PRODUCT! PRODUCT is formulated with 100% natural ingredients, sustainable methods, and is also environmentally friendly. Check our link in bio for more information! #hashtag #hashtag #hashtag

### **BLOG**

TITLE

We've listened and we've heard you! We are pleased to announce our latest endeavor, PRODUCT, to meet your needs. PRODUCT is all natural, sustainably packaged, and environmentally friendly for your everyday THING. We love it so much and we hope that you do too!

WHAT IS PRODUCT

We developed PRODUCT to meet the needs of our customers who wanted a better THING in their day-to-day life. This may include THING, THING, or THING. We created PRODUCT to meet those demands while still maintaining the ethos of our company. We sourced natural ingredients from COUNTRIES and with production and packaging done in NAME OF PLACE.

CONTINUE WITH BLOG ARTICLE

### **PRESS RELEASE**

NEW YORK,— January 16, 2026—COMPANY is pleased to announce the release of their latest product, PRODUCT. PRODUCT is the latest THING in the COMPANY family of THINGS. You can use PRODUCT alone or with other THINGS.

PRODUCT will be available on DATE.

PRODUCT is produced with 100% natural ingredients, ethically sourced, and environmentally friendly. PRODUCT is available at LOCATIONS and at our online store.

To find out more about PRODUCT, go to WEBSITE for more information, sign up for our newsletter, or follow us on social media.

## About COMPANY

COMPANY was founded on DATE and remains an independently owned company. COMPANY was built on the ethos of THINGS and that our core values are THING, THING, and THING. COMPANY believes that THINGS make people happy. You can find more information on COMPANY, their history, and their contact information at WEBSITE.

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*My husband and I used European cruises to research where to retire,  
and this is what we learned (about 900 words)*

As Gen Xers, my husband and I have spent the last few years narrowing down exactly where we want to retire. We began the process with a comprehensive wishlist. We wanted a location that was walkable and car-free (or nearly so), with ample public transportation. We looked for easy access to restaurants, museums, and cultural events, alongside the freedom to travel widely at a moment's notice. Financially, we needed a housing market within our means that wouldn't break our budget, and the same with the cost of living. Finally, after decades of living in a four-season climate, temperate weather sounded ideal, but it wasn't a total deal-breaker.

We have lived in large cities like Detroit, San Francisco, and Washington, DC, as well as smaller rural areas like Northern Michigan, but despite living in various locales, we could not settle on a place in the US for our retirement. San Francisco was originally at the top of our list, but the astronomical price of housing and the high cost of living ultimately kept us out. We also loved Detroit, but the public transportation system is a nightmare, making a car an absolute necessity for daily life. Chicago was another favorite, but we truly wanted to escape the harsh winters of a four-season climate. While there are many wonderful cities and states across the US, none of them quite called to us.

That was when we turned our interest towards Europe.

My husband and I traveled to France, Belgium, and the Netherlands for our honeymoon, and the more we traveled, the deeper we fell in love with the European lifestyle. Not only did most of Western Europe check every box on our wishlist, but depending on the country, our retirement dollars could stretch without breaking the bank. As a bonus, we discovered several countries offer highly accessible immigration schemes for retirees.

Once we identified our target area, the real research began. It wasn't enough to study a country and its culture from the comfort of our armchairs or watch endless episodes of *House Hunters International*; it was time to pack our carry-ons and see these places firsthand. Because I had planned and mapped our honeymoon, and because my background as a librarian makes me naturally adept at research, I took our criteria and began narrowing down our European options. However, since we were still about five years away from retirement, our limited vacation time posed a challenge. We would have loved to visit a new country for a few weeks every couple of months, but that simply wasn't feasible. That was when we hit upon a solution: a European cruise. The right itineraries would allow us to sample several countries and explore the highlights of each destination in a short amount of time. Win-win.

Over the last few years, we have taken several European river cruises down the Danube and Rhine as well as an ocean cruise that took us from Rome to Barcelona. We visited more than a dozen countries from Italy to Croatia to Germany and beyond. Each port of call gave us a bird's-eye view of the local culture and citizens, using a mix of the cruise line's planned excursions and our own meandering.

Without our cruise guides, we never would have experienced Ljubljana's Open Kitchen night, a tempting food market that pops up on Friday nights during the spring and summer. There, restaurants from near and far gather to offer hungry visitors everything from American BBQ and Thai dishes to traditional local cuisine. Similarly, thanks to a cruise excursion, we wandered through downtown Zagreb, Croatia, during the Festival of Lights, an annual event that takes place over a few short days in March. Over 25 breathtaking light installations are scattered across the main city, each one more stunning than the last.

When we explored on our own, we plunged even deeper into the culture by walking, riding public transportation, and poking into nooks and crannies of the city. We regularly asked our guides for recommendations on where locals eat and visit outside of the typical tourist attractions. We also mapped out our daily needs, such as where grocery stores were located. If we were going to move to one of these cities, we wanted to know what it felt to live locally.

Through this process, we discovered a delightful problem: we fell in love with every country we explored, each for entirely different reasons, whether it was the food, the culture, or the friendliness of the people.

In the future, we plan on taking a cruise down Portugal's Douro River and sailing around Northern Scotland and Scandinavia. We also have several trips planned for England and Ireland, as well as plans to see Poland, Czechia, and Greece, to name a few places we will probably also fall in love with.

Ultimately, we love the cruise approach to retirement research. The cost is often on par with or cheaper than independent planning; our immediate travel logistics are seamlessly handled, and we can see far more than we ever could on our own in the same timeframe. For anyone looking to retire in Europe, or simply for the joy of discovery, we highly recommend cruising as the ultimate way to travel.

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*Gentlemen* (about 700 words)

It's 1993. I am 21.

I'm at a club dancing to House of Pain's "Jump." I look out past the dance floor and see my ex circling with his fiancé trailing behind him. Music stops and starts in my head. I leave the dance floor, get a drink, I was drinking Cosmos that night, I remember, and contemplate my next move. The ex stands a bit away from me and I decide I need to talk to him.

Words are said. "I've got the ring," the fiancé says, shoving it in my face. I take deep breaths and walk away. As I do, his fiance calls me a whore. She seems to ignore that he cheated on me with her. I return to her, we're on the floor, and bouncers escort me out of the building.

I never see my ex again but I hear he and the fiancé, now wife, have moved to Detroit and had kids.

In 1993, The Afghan Whig's seminal—and often considered best album—*Gentlemen* was released. The album, a song cycle about the end of a toxic relationship, mirrored so much of my ex and I's relationship that now 30 years on, *Gentlemen* is our story no matter how much I want it not to be

*Gentlemen* begins with "If I Were Going," a song of gaslighting by the anonymous narrator cheating on his lover and convincing her what she thinks is happening, is not:

*What should I tell her?*

*She's going to ask*

*If I ignore it*

*It gets uncomfortable*

*She'll want to argue about the past*

*Still I think she believes me*

*Every word I say*

*I think I'm starting to believe it all myself*

*Go ask the gentlemen*

*Who play it but hate to pay*

I found out my ex was cheating on me from one of his friends. I don't recall the specifics or who actually broke up with who, but for another six months we played a game of cat and mouse. He would pursue, I would stand up and then relent. He would walk away, I would beg and then reject him. He would pursue, I would stand up, and then relent. On and on for months.

From 'When We Two Parted':

*Baby, I see you've made yourself all sick again*

*Didn't I do a good job of pretending?*

*You're saying that the victim doesn't want it to end*

*Good*

*I get to dress up and play the assassin again*

Six months after we break up, he is at a show, The Judybats (again so clearly in my mind), and we see each other. Later that night, he sneaks into my parents house, creeps up to my room, puts his hand over my mouth. I awake and let him lead me down to the living room. Someone closes the door and we have sex on the carpet.

This, I thought, was love.

Other than the incident at the club a month or so later, after months of sneaking around on the woman he snuck around on me with, I never saw him again.

From 'Now You Know':

*Since you're aware of the consequences*

*I can pimp what's left of this wreck on you*

*Bit into a rotten one*

*Now didn't you?*

*And they watch you chew*

*Chew*

The term “toxic” in reference to relationships was not common vernacular in 1993. I thought he was the good one. Everyone loved him; friends and relations alike. That he cheated on me, and left me, seemed so unfathomable. We talked of marriage. We talked about kids.

When you’re 21, everything seems possible.

The internet explodes and I find him a few years later. “I wonder what happened to you,” he says in an email. I write back and he never responds.

Every five or so years, I’ll look for him online. I find bits and pieces. Still in Detroit. Playing golf now. Still married to her. Will I stop? Probably not. His imprint has lasted for 30 years and I’ll never stop thinking of him, no matter how minute.

I recently found a picture of us together. Our smiles are so big.

I put the picture in a box and I don’t know where it is.

*Brother Woodrow lead us in a closing prayer.*