

"RACHEL KNOWS HER STUFF! SHE IS THE VOICE OF OUR BRAND!"
--MARICHIEL, GOOD TERMS

"HER WORDS REALLY JUMP OFF THE PAGE!"
--HAROUN, SSQ SLATE

THIS IS A JOB FOR...
RACHEL KHONA!

"SHE REALLY KNOWS HOW TO CREATE INTERESTING AND QUIRKY ARTICLES!"
--NIGEL, 13TH BEACH MARKETING

IT'S A BIRD!

IT'S A PLANE!

NO, IT'S RACHEL THE COPYWRITER!

SAVING THE PLANET FROM DULL WRITING FOREVER!





COLLECTIVE WELLBEING
NEEDED AN EMAIL BLAST
ENTICING THEIR CUSTOMERS TO
SIGN UP FOR THEIR FAB LOYALTY
PROGRAM. RACHEL SWEPT IN
AND WHIPPED UP A LETTER
IN NO TIME AT ALL!

RAKE IN THE POINTS

The more you spend, the more you earn!

Mirror, mirror, on the wall, who's the fairest of them all? Well you are of course. And we want to reward you for buying all the things you would normally buy to make yourself pretty.

Which is why we've created our Collective Wellbeing rewards program. It allows you to earn points that you can redeem for products.

So now you may be thinking "I want points! Tell me how it works!"

Well pretty lady, there are lots and lots of ways to earn points. We have more choices than a bowlful of sprinkles.

- For every \$7 you spend beautifying yourself, you earn one point.
- We want to reward you for going all out. If you're having a good day and go over \$75, you'll earn an additional 5 points for every \$75.
- Love a product like bees love honey? Write a review and earn one point towards your bank.
- Sign up for our newsletter and earn a point.
- It's your birthday, get busy! We're going to give you 5 points just to celebrate your big day. Go crazy.
- Get a friend to sign up and nab one points.
- If you're friend places an order, score ten points for the first one and five for every order thereafter.

The best part? Each point is worth a dollar. So unlike a frequent flier account, you won't need 25 billion miles to redeem it for something. Got 50 points? You've got \$50 to spend.

So what are you waiting for? Your points are here and ready.

FREE SHIPPING | \$100 OR MORE

EMAIL SIGNUP | FIND A STORE | MY ACCOUNT | MY BAG (0 ITEMS \$0.00)

Search

Kenneth Cole

MEN WOMEN SHOES ACCESSORIES PRESS SALE

KENNETH COLE
REACTION

HOME > WOMEN'S > NEW ARRIVALS > SHORT-SLEEVE CREW NECK LIGHT BULB TEE

RECENTLY VIEWED ITEMS



+ZOOM

Short-Sleeve Crew Neck Light Bulb Tee Kenneth Cole Reaction



Sign Up to see what your friends like.

\$28.00

If you've never had a light bulb moment, now's your chance. Make like Thomas Edison in this artsy light bulb short-sleeve crew neck. It pairs well with structured jeans and boots for a tough look.

- crew neck
- light bulb print
- machine wash and dry
- black stitch detailing
- 100% cotton
- imported

style #SR1H5052

COLOR



SELECT A COLOR

SIZE

Size

(SIZE CHART)

QUANTITY

Qty

ADD TO SHOPPING BAG

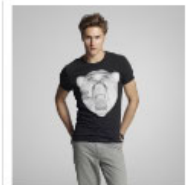
Mail a friend Add to Wish List

Check out our shipping rates

WE ALSO RECOMMEND...



Short-Sleeve Crew
Neck Hazardous Tee
\$28.00



Short-Sleeve Bear
Crew Neck Tee
\$28.00



KENNETH COLE HAD
PRODUCT ARRIVING IN
DROVES! RACHEL SPIT OUT
COPY ON CUE LIKE JAY-Z
SPITS OUT RHYMES.



DEVI'S CLOSET

DEVOTED TO OPTIONS

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About Us

Co-founders Meera Patel, Amy Heller, and Sheena Patel all met as roommates living in New York City, when they bonded over their love for clothes and cosmos. However, as much as their closets grew, finding the perfect Indian outfit for every occasion was proving to be a struggle. Between weddings, diwalis, and navratris, their social calendars were filling up faster than they could find stylish, yet affordable, outfits.

They looked at each other with worry. Each wedding required a minimum of two to four outfits. With no trips to India on the horizon, things were beginning to look dicey. Could they repeat outfits? What if someone noticed? Or worse yet, what if someone saw their same outfit posted on Facebook? Shudder! They would never live it down.

The girls wanted to splurge on designer creations, but with so many events, their bank accounts told them that was a no-no. Indians don't do vintage, so thrift stores were out, and eBay proved fruitless as well. So what's a fashionista on a budget supposed to do?

That's when these New Yorkers thought "what if we could rent outfits like we rent cars?" What if designers could lend out their pieces at a lower cost to style-conscious women with a passion for fashion but limited funds?

Next thing you know, Meera, Amy, and Sheena were busy drawing up plans for their brainchild, a fashion portal where women (AND MEN) could RENT trendy South Asian outfits for their next big fat Indian wedding (garba, mela, navratri, diwali, puja, party, baby-naming ceremony, etc.) They started meeting designers, putting their web site together, and presto...Devi's Closet was born in Fall 2011.

Based in one of the fashion capitals of the world, New York City, Devi's Closet seeks to meet the needs of glamorous desi and desi-loving fashionistas who want to look gorgeous when they hit the town, without worrying about shelling out tons of cash for each ensemble. The best part is Devi's Closet keeps a constantly rotating stock of clothes, so you never have to worry about wearing last season's items. Now you'll always look like a million bucks. You just don't have to spend it.

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THE LADIES OF DEVI'S CLOSET HAD LOTS OF PRETTY INDIAN CLOTHES TO RENT, BUT NO PRETTY COPY. RACHEL CAME UP WITH COPY SO SPARKLY IT RIVALED THEIR INDIAN OUTFITS.

NINE WEST

My Closet (0 items)

Checkout (0 items)

Welcome (Sign In)

Search By Keyword

Search

Advanced Search

COLLECTIONS

AS SEEN IN

NINE LOVES REWARDS

TRENDS

SHOES

SANDALS

BAGS

ACCESSORIES

NEW!

SALE



UP TO **60% OFF** original price
SELECT FOOTWEAR & ACCESSORY STYLES
SHOP SALE ▶

SO **COLORFUL** A RAINBOW WOULD BLUSH

SHOP ENTIRE SANDAL COLLECTION ▶



free standard shipping
on orders of \$75 or more;
\$5 flat rate on all other
purchases [DETAILS](#)



GRAB YOURS.
SHOP HANDBAGS ▶



CHECK OUT THE NINE LOVES
REWARDS PROGRAM UPDATES!
[DETAILS](#) ▶



SOPHIE THE ALLET
FOR NINE WEST
SHOP THE COLLECTION ▶

NINE WEST WANTED TO
ADD SOME PEP TO THEIR
STEP RACHEL JAZZED UP
THEIR TAGLINES WITH JUST
THE RIGHT AMOUNT OF SASS!



Home > Tips > Cents & Sensibility: The Real Cost Of Paying Bills Late

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The official blog for Quicken personal finance

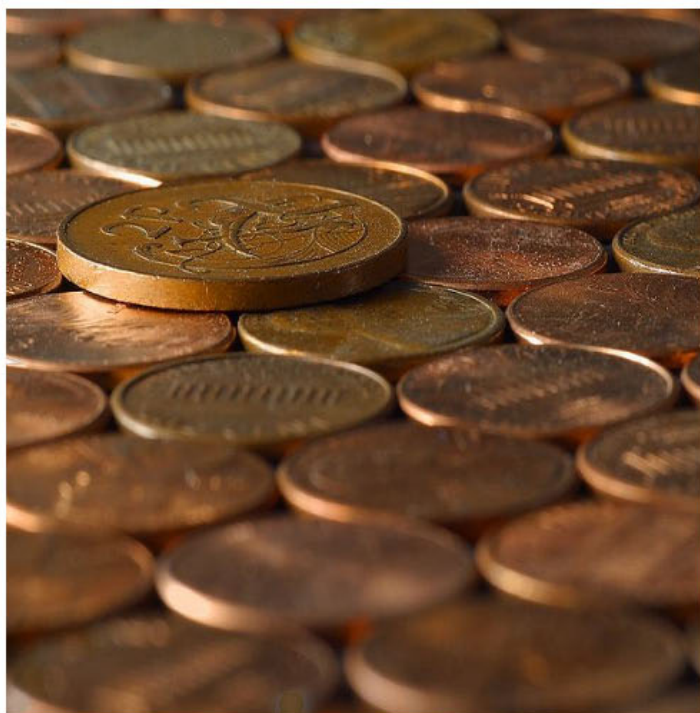
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Cents & Sensibility: The Real Cost Of Paying Bills Late

TIPS • by Quicken Blog • MAY 9, 2011

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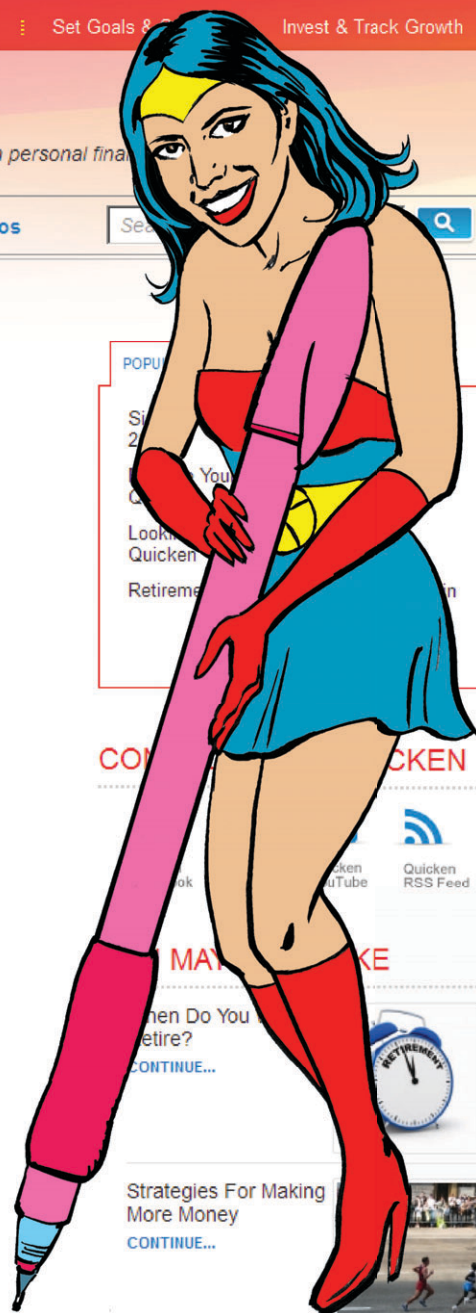


You might think leaving your bills for later is an easy way to avoid pain and suffering, but you're going to end up hurting even more when you realize how much damage you're really doing to your wallet and your credit.

For example, did you know late fees are often more than what you pay in interest? That is already way too much. Before you know it, you'll be sliding down the slippery slope of late payments and bad credit.

In short, you need to pay your bills on time in order to:
Avoid late fees. Duh, \$30 a pop can really add up. Even if you only pay late only four times a year, that's already \$120! Do it every month and you're looking at \$360 a year. That's enough to buy a plane ticket.

Avoid having your service turned off. The cable and utility companies will hunt you down and shut off all your services. The worst part is they almost always charge you extra to turn it back on. Imagine if you were having a Super Bowl party and all of a sudden your cable went kaput. Talk about embarrassing! Not to mention expensive.



QUICKEN KNOWS THAT SOMETIMES TALKING ABOUT FINANCES CAN BE A BORE. THEY HIRED RACHEL TO LIVEN UP THE CONVO. RACHEL MADE SAVING MONEY SOUND LIKE MORE FUN THAN WINNING IN VEGAS!

Financial Mistakes I Made During College
[CONTINUE...](#)



Did you know optimists live longer?

Of course you did; that's why you're such an awesome life coach. You know the value of positive thinking on manifesting greatness. Whether it's wealth, health, success, or just plain ol' abundance your clients are looking for, surrounding oneself with upbeat messages can help maintain an optimistic outlook and send upbeat vibes to the psyche. The result? The ability to make serious life changes and manifest dreams **BIG TIME!**

That's where Good Terms decals come in. Our positivity words and quotes are cut out of premium vinyl, in bold, clean letters. When placed on the walls in your home or office, they act as a constant reminder of what one can achieve. Think of Good Terms decals as your own personal cheerleading squad. **Go Team!**

But Good Terms decals aren't just for walls. Use them on a vision board or even your bathroom mirror! Visit www.good-terms.com today and see how we can help you and your clients go from ideas to reality.*

We also offer:

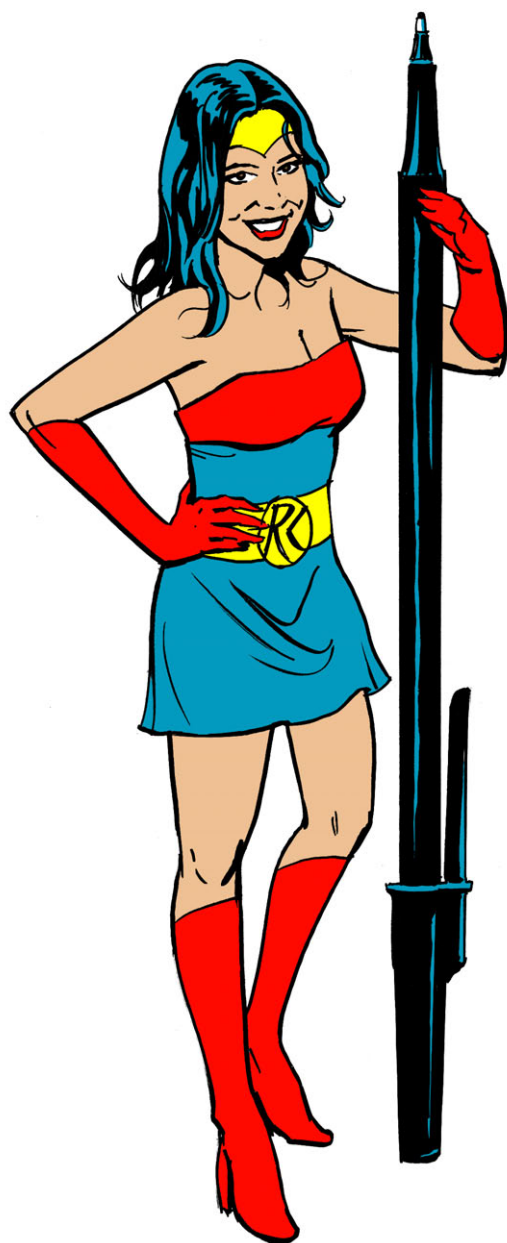
- A way to earn an additional income stream with our Good Terms Affiliate Program earning 20% of all sales.
- Custom make your own personally branded product specific to your coaching practice that you can make available to your clients.

*We also believe in paying it forward, so 10% of all proceeds go to charity.



www.good-terms.com





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WEB COPY! BLOGS!
SHE WRITES THEM ALL!