

# WORK EXAMPLE

## CLIENT


Juno Natural Fertility

## BRIEF

Create report for subscribers to website

## THIS IS HOW IT LOOKS

[Download entire PDF](#)

The logo for Juno Natural Fertility features a cluster of purple and brown dots of varying sizes on the left, followed by the word "Juno" in a large, light brown, sans-serif font, and "natural fertility" in a smaller, dark brown, sans-serif font below it.

### Dealing with the emotional strain of trying to get pregnant?

**We understand and we're here to help**

Here at Juno Natural Fertility, we understand the immense emotional strain of trying to get pregnant.

We know that sometimes it's hard to cope when you feel that something may be wrong with you. Perhaps you don't feel normal, and are angry that you are finding something difficult that others seem to find easy. You may be experiencing grief from a previous miscarriage, or anxiety and worry about losing future pregnancies. You might feel left out when your friends and family are having children.

Many of our clients speak about the injustice of seeing pregnant women and babies everywhere, as well as the hurtful words of people who mean well, but can be insensitive.

For those of you who have decided to embark on IVF treatment, you will be coping with lots of tests and procedures, as well as the additional financial strain.

It may be that stress is making it harder for you to conceive due to the effect of stress hormones on your reproductive system, so every monthly disappointment becomes a vicious cycle. This can lead to issues between partners, with the pressure to perform sexually in a scheduled and clinical way exacerbating an already strained relationship.

## TESTIMONIAL

"We asked Fiona to create a report for us to send to our subscribers. She completely understood our requirements and produced a report that exceeded our expectations in super-speedy time!"

*Nicola Berman and Cassie Everett, Juno Natural Fertility*