

# WORK EXAMPLE

## CLIENT

Organised & Simple

## BRIEF

Create a professional and clearly written website to introduce this industry to the UK market

## THIS IS HOW IT LOOKS



## TESTIMONIAL

I am a Professional Organiser. Having a business that operates in a relatively unknown market in the UK can be a challenge. Not everyone understands what I do, so explaining it in a concise, professional, understandable way was very important to me.

The copy I got back from Fiona was beyond my expectations. I sent the (very very rough draft) wording of my website to her and seven days later I had the final draft.

I was surprised that she asked to see all my tools and documents so she could really understand my business process. The final result was great – with words and a tone that suited my business, target market and my style. She also included a very clear layout for each page/tab I had planned for the design. This made it easier to read and imagine how it would come together. A big plus for me and my web designer, as Fiona's copy was also a brief for her.

Fiona is so experienced and passionate about her work. She has made an enormous difference to the quality of my website, and the experience people will have when they navigate through it. It would have taken me triple the time to get half the quality of what Fiona did for me - for sure!"

***Patty Cruz-Fouchard, Professional Organiser, Organised & Simple Ltd.***

**FIONA MOCATTA**  
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