



11/4/21

Betty Emrey

Use Your Words

I can't say enough about the pleasure of working with Betty Emrey.

We have worked together on 90% of my web design projects for the last few years. And she just completed the web copy for my own website.

Betty makes my job easy. Content always come first in a web design project. And Betty gets my clients' content organized and easy for their customers to understand while getting to the heart of what their business is about.

We work together on the core points to highlight on the website and the general site structure. Then she does her magic so I can focus on the design and functionality of the site. I have to spend less time collecting and organizing my client's information so the entire web design process goes smoothly and faster than if my client's were providing their own.

Betty captured my voice on my own website and said things in a way that I wanted to say them, but would never have been able to put together so well. The copy is clever, compelling, succinct and easy to read and understand.

When someone tries to write their own copy they are too close to the subject and get lost in the trees. Even if they are decent writers they don't know how to write marketing copy. Betty is able to look at the forest while pulling out the nuances that make a business unique. And business owners are usually too busy working at their job to write anyway. Completing content is the main reason for a web design project to stall or never get completed.

Thank you Betty for making me look good to my clients on their projects and for the work on my own website. I am proud to send people to there, knowing they will get the key information that they need in order to hire me.

Holly Neumann