



Writing for your business in *your* voice

Goal: Edit website content for readability and tone

This is a sample of website content I edited SeattleMindCounseling.com. The goal was to make it more web-friendly by using shorter sentences and paragraphs. I also tried to convey the caring and compassion I heard when the therapist spoke with me, that did not come through in her writing. I was a subcontractor for Good Luck Place Art and Design.

Depression and Anxiety (before)

Anxiety and depression are both coping mechanisms that people use to cushion the impact world has on them. If clients have had difficult experiences, they might want to hide from the world, not knowing quite how to go forward safely. Together we explore, relationally, what the world looks like from their perspective. Often there is a deep feeling of loneliness or abandonment that brings about a lack of enthusiasm for living. This can turn into ongoing depression. There might also be anger and fear in response to the helplessness in the face of all the things that need to be done, and cause people to feel anxious, vigilant or mistrusting. The desired outcome is a sense of freedom from fear and doubt, a warm feeling of belonging, in some ways like a child who does not doubt that parents will be there to do what is needed.

Depression and Anxiety (after)

Anxiety and depression are both coping mechanisms people use to cushion the impact the world has on them. If you've had difficult experiences, you might want to hide from the world because you don't know how to go forward safely.

Deep feelings of loneliness or abandonment might sap your enthusiasm for living which can then turn into ongoing depression. If you feel helpless in the face of all the things you need to do, you might feel angry or fearful. This can make you anxious, vigilant or mistrusting.

Together we explore, relationally, what the world looks like from your perspective. Our goal is to free you from fear and doubt, and give you a warm feeling of belonging and trust.