

# WORK EXAMPLE

## CLIENT

Affinity Sutton

## BRIEF

Copy editing Annual Report for housing company

## THIS IS HOW IT LOOKS

## TESTIMONIAL

"Fiona was briefed to copy edit the Affinity Sutton Annual Report. She over delivered on the brief by suggesting headlines to support the copy and concept; and restructuring copy to ensure a good flow. The whole process was as straightforward as I have come to expect with Fiona. This - and of course her outstanding copywriting - is the reason why I continue using her for all our copywriting requirements."

*Lisa Oliver, So Creative/Creative Comms: client since 2004*

07956 855 276  
fiona@mocatta.org  
www.mocatta.org

**FIONA MOCATTA**  
COPYWRITER & MARKETING CONSULTANT