

# MARY WOJCIECHOWSKI

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## Web Copy for a Spiritual Teacher

**the client:** an academy where spiritually-centered self-improvement skills are taught

**the challenge:** to create homepage copy that conveys a warmth, positivity and self-empowerment and entices the reader to enroll

**the result:**

There is power within you.  
Are you ready?

By weaving strands of positive thoughts, feelings and actions into your every day, you can ignite your purpose and recharge the direction of your life.

The POWER of POSITIVITY can transform you.

Your entire reality is yours to create. When you learn to harness the power of positivity, there's nothing you can't accomplish.