



# Copywriting Samples

These samples are taken from a copywriting project for a maternal health occupational therapy website.

## Home Page

**Feeling called to work with new mamas? You're in the right place!**

As OT practitioners, we know how pivotal life transitions are for our clients. If you've gone through the motherhood transition ('matrescence') yourself, or have close family or friends who have, you'll be familiar with the way new parenthood turns your world upside down (usually in a good way!).

**But new motherhood isn't always easy.**

Society focuses on baby and offers little support for new mothers, expecting them to adapt to their new role effortlessly. It's not realistic.

**That's where we come in.**

We have so much to offer new mamas, and by focusing on their identity, roles, routines and occupations, we ensure that they can stay well while they look after their little one(s).

Maternal health occupational therapy is a new and growing area of practice, and we're here to support you to support those mamas.

Find out how here ...

## **Maternal Health OT Collective Web Page**

**You're doing the work. You're blazing a trail.**

**It doesn't always feel comfortable (in fact, sometimes it feels downright terrifying), but you're helping new and/or expectant mamas in the perinatal health space. Take a second and appreciate how far you've come - you're making a difference!**

But it feels a little messy, a little disjointed. You wonder if you're doing this 'right', or if you could be doing something more to reach and help those moms.

You wish there were other OT practitioners you could call on, to share ideas and resources, get support, and make sure you're not in this alone.

**This is where the Maternal Health OT Collective comes in.**

**We've got you. We ARE you!**

As two OTs who've been working in maternal health for several years, we know the struggle. No-one needs to re-invent the wheel - let's work together to move maternal health occupational therapy practice forward and empower those mamas!

**So what is the Maternal Health OT Collective, and how can we support the amazing work you're doing, no matter where you are in your journey?**