

The WritePage Story

By Sheryl Imhoff

I was running on the “Corporate America” treadmill when I realized that I wanted something different. My management position with a large healthcare system mostly consisted of supervising people, processes, policies and paperwork. Often, I left work feeling a bit empty and unfulfilled. I was no longer doing anything that was creative, exciting, inspiring.

After much thought and deliberation, I left my job to pursue other opportunities. I needed an adventure. I wanted flexibility. I longed for financial independence and creative outlets.

A New Beginning

The idea of creating my own business had been swirling around in my mind for quite a while. First, I completed a Masters Degree in Education, which I had been pursuing - part-time - for five years. Then, I taught as an adjunct professor at a large university, while developing a business plan.

After much research, self-education and practice, I launched **The WritePage**. Combining my business experience with my writing skills, I found I had a knack for listening to ideas and information and crafting meaningful, concise, compelling prose.

The value of good writing is often underestimated. Like any skill, writing with impact takes practice and hard work. It also demands time, patience and a willingness to listen, change and improve. Writing technique involves word choice, writing aptitude and knowledge of grammar, style, spelling and mechanics. A writer must also analyze cogently, organize logically, refine accurately, punctuate skillfully and phrase smoothly.

In the Words of Our Clients

“Sheryl handles every assignment professionally with little or no guidance. Her copy is always clean, concise and well written. She also has never missed a deadline, which is extremely important.”

~ J. Dinsmore, Specialty Publication Editor, *The Community Press*

“The WritePage helped me update my website content and create new marketing pieces. Sheryl listened to my needs, spent time learning about my business and found just the right words to better promote my company’s unique value measurement. I recommend her to my own clients.”

~ M. Steed, President, Visionary Alliance Inc.

“Sheryl has worked for the creation of a website for Dr. John Semertzides. She was responsible for the structure and appearance of the content. Her work was very professional and Dr. Semertzides was very pleased. The quality of her work was greatly appreciated.”

~ E. Semertzides, Office Manager, Semertzides MD

“Sheryl is a very quick study and a great help in efficiently getting to the heart of a story. She provided great work on fast timing.”

~ C. Boyd, Director of Communication, The Summit Country Day School

Delivering the Difference

Our business goals are similar to other businesses. We want to build customer loyalty, drive profitability, and secure long-term growth. Our approach is what sets us apart. We strive to make our clients feel valued, confident, engaged - even surprised - by providing an exceptional experience that inspires them to be “loyal enthusiasts” and “promoters” of our business. If you have a messaging need, a communication challenge or a story to tell, contact us and get your business on...**The WritePage**.

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