

# Neon Dawn

This sample of work came from a project to create promotional copy for the website of a health and fitness company.

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## PROFESSIONAL SUPPORT PAGE

Section 1: **TITLE:** Your Friendly Guides to Weight Loss.

ALF's friendly and professional experts are on hand to answer any questions you might have about your exercise or diet plan. They're here to help you stay motivated and focused on your health related goals. Encouraging, guiding and supporting you on your journey to a healthier, happier and fitter you.

Section 3: **CALL TO ACTION**

Keeping you on track and pointing you in the right direction. We're with you every step on your weight loss journey.

Section 4: **Dietician** - Kate Van Berkel

Kate is dedicated to keeping you motivated so that you know you can reach your goals for weight loss and enhanced health in a sustainable and enjoyable way. An accredited practicing dietician with a Bachelor of Nutrition and Dietetics, she is passionate about showing you how to prepare great meals that are nutritionally balanced, tasty and tailored to your weight loss goals. Kate can help you if you have a medical condition that is holding you back from maximising the benefits of exercise. Calling upon her training and experience as a clinical and sports dietician, she provides practical advice to help and guide you to getting the most from your fitness regime.

Section 5: **Personal Trainer** – Clayne Stebbings

Clayne relishes the opportunity to help you get into great shape. He has a

Bachelor of Sport and Recreation degree, with over 12 years' experience as a health and fitness expert and as a personal trainer. Clayne is an expert in corrective exercise therapy aimed at improving posture and back care. His specialist areas of expertise include developing exercise plans for pre and post-operative rehabilitation and targeting healthy fat loss through optimum nutrition and fitness training. An added bonus for expectant and recent mothers is Clayne's experience in developing suitable programs for pre and post natal exercise. A new recruit to ALF, Clayne is very excited about the possibilities that we offer to our members, providing them with personalised diet and fitness plans suited to their individual lifestyle needs.

#### Section 6: **Nutritionist** - Kerstin Lindsay

A registered and qualified nutritionist, Kerstin gets a buzz out of helping others to achieve better health through sustained weight-loss. From her many years of experience in supporting people from around the world, she knows that one of the key ingredients to sticking to and reaching your fitness goals is to call upon as much support as possible, rather than trying to do it alone. That is why she loves working for ALF, as the support that she and her colleagues provide, along with the host of online tools, are an added benefit that make it much easier to plan and stick to manageable and meaningful goals.

Kerstin's expertise is underpinned by impressive academic qualifications in health and nutrition. She has a Masters' in Human Nutrition, a Bachelor of Science in Health Psychology and a Postgraduate Diploma in Education, as well as years of experience providing health and fitness education in schools and universities.

#### Section 7: **Public Health** – Amali Aluthgamage

Amali knows that it is essential to take the holistic approach to achieving your weight loss goals, working not just on your body but also on your mind. She can help you to achieve the right motivational mind-set you need to power you towards achieving your health and weight loss goals. Using her personal weight loss experience and skills, she can help you to explore what is getting in your way and pinpoint those approaches that will suit you as an individual. Amali will go that extra mile to keep you on track and ensure you get where you want and need to be.