

Three Websites



Site's intriguing opening graphic build begins, *"A small room. A plate of cookies. Ten women. One man."*

This is a clean, subtle site for a focus group researcher, aka a qualitative research counsel.

Copy is simple and spare, like the tasteful graphic design and the cool jazz track the client selected.

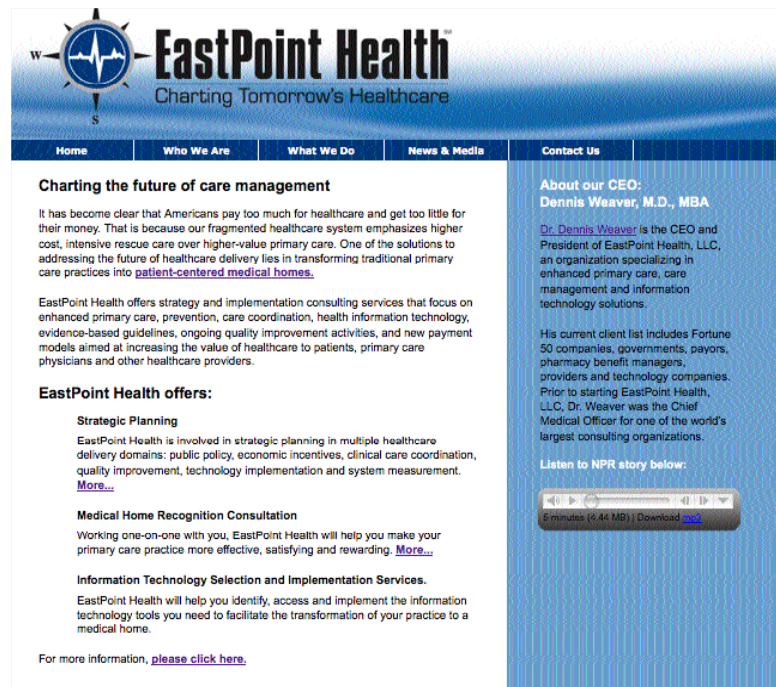
Turn up your speakers and enjoy:
<http://www.michaelkpack.com>

In contrast, EastPoint Health's site is copy-intensive.

But rightly so: they need to explain a whole new concept in healthcare.

EastPoint Health is a consulting firm that guides primary care physicians through the process of transforming their practices into "patient-centered medical homes."

Read all about it and hear an NPR clip at: <http://eastpointhealth.com>



Friendly, client-centered copy works.

The former LPC site copy focused on the sophisticated technology they had. The copy on the new site explains what LPC can do to help you meet your business challenges. The tone is friendly, conversational and down-to-earth. My specialty.

See the site at: <http://www.lpc.com>

