

Selected Quotes from Happy Clients

Douglas Madey, Assistant Editor, WCities.com

10 Sep 2007

“In a world where just about everyone is a “writer,” it’s good to know that a few of those people are truly committed and practiced in their craft.

JoAnn Takasaki is 100%, by my standards, one of those people. Her writing does what it sets out to do; conveys the message, tells a story, and leaves you wanting more (words and work!). From an editor’s point of view, one of the toughest parts of the job is staying on top of your editorial staff. JoAnn will definitely give you a break in this department, as she is consistently on track with her work and has yet to encounter a deadline problem with any of her projects for me.”

Michel Godts, Owner and Creative Director, ActivityQuest.com

12 Jun 2007

“After being frustrated by a local copywriter who had a difficult time making sense of my new Internet business, and to explain it in simple terms on the web site, I felt it was time to cross the country and go back to JoAnn who has been involved with and writing for Internet technologies and businesses since the mid '90s.

And, indeed, she looked at our Web site marketing challenges, suggested appropriate content organization changes, and made the copy friendly and easy to read. She then did a powerful editing work on all our FAQs, and wrote additional marketing and press release materials that communicated our message effectively each time.

JoAnn is also fun to work with, extremely organized, and always meets her deadline. It is a constant pleasure to work with her.”

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Kirby Kana, (former) Creative Director, Idea Integration

8 Jan 2007

“JoAnn really shines as a writer. The great part is that she can write for business as well as creative topics. I have worked with her on many HP SMB projects and more recently I hired her to rewrite my resume. With the business writing, she always understood the subject matter and never missed a deadline. As for the resume, I was hired immediately at the company that I wanted to work for. Two thumbs way up for JoAnn!”

Sonya Wilson, (former) Senior Art Director, Idea Integration

8 Dec 2006

“JoAnn is a pleasure to work with. Her enthusiasm and creative input for copy writing makes projects sail with success. She has a great open-minded attitude which enables her to absorb suggestions and construct new ideas. JoAnn is fun to be around and a true professional—consistently delivering, on time, top-notch copy that effectively communicates the message needed.”

Dave Scheffer, (former) Technical Design Manager, Net Explorer

5 Oct 2006

“JoAnn Takasaki demonstrates excellent attention to detail and command of project scheduling. She consistently performs at an impressively high level of quality, and has the ability to discern otherwise subtle issues and challenges that require attention and would typically “fall through the cracks”. JoAnn effectively balances immediate milestones with the long-term goals of the business. She is a great team player and comes highly recommended.”

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Phil Boyer, (former) Senior Vice President, Bank United

13 Aug 2006

“What endorsement could be better than to state the fact that wherever I go, I invite JoAnn to join the team? She develops and nurtures relationships, knows how to execute and is a genius and articulate communicator. If I ever run for President, JoAnn will be my campaign manager.”

Jessica Zimmerman, (former) Account Executive, Idea Integration

23 Feb 2006

“During our time together at Idea, I was impressed by JoAnn’s ability to manage not only projects, but resources and client relationships as well. Her processes were concise and well-documented, and made my transition to her team seamless. The clients we worked with adored and trusted her, and thanks to JoAnn we were able to grow a once-small account into a large and profitable one.”

Dallas Baker, (former) Editor, Midtown Paper

7 Sep 2004

“JoAnn has the unique ability to choose her altitude when writing. She can take a reader in closely, or provide a more lay-of-the-land perspective with incredible skill. The key is her style, which draws readers to experience the subject matter through her eyes. I’ve seen JoAnn do this in 500 words or less, in a column buried inside a newspaper. That takes some serious chops to pull off.”

A Short List of Happy Clients

- ⊕ ActivityQuest.com
- ⊕ Anthony Butkovich Illustration
- ⊕ Art Directors Club of Houston
- ⊕ AudioSynchronocies
- ⊕ Bank United Corp.
- ⊕ Consultative Group to Assist the Poor
- ⊕ Fahrenheit Media Relations
- ⊕ Franklin Bank
- ⊕ FUZinteractive
- ⊕ Gregory James Phelps Photography
- ⊕ Hewlett-Packard, L.P.
- ⊕ Hobby Center for Performing Arts
- ⊕ Idea Integration Corp.
- ⊕ Information Development, Inc.
- ⊕ Ink Publishing, Inc.
- ⊕ Michel Godts eDesign
- ⊕ Microsoft
- ⊕ Miller & Co.
- ⊕ Net Explorer, Inc.
- ⊕ Rice Addict magazine
- ⊕ SCOCAM.com
- ⊕ Seaboard Franchise Services Company
- ⊕ Spinvisible
- ⊕ Tulip Hill Design
- ⊕ The Voodoo Group, Inc.
- ⊕ Washington Mutual, Inc.
- ⊕ WCities.com
- ⊕ Weaver Marketing
- ⊕ The Web Department, LLC