

## Writing Sample: Website Home Page Copy for an Interior Designer

---

### **Christine Tse Interiors: Life Lifting, Mood-Shifting Interior Design**

**You saved, you sacrificed, you worked hard, and you finally made buying your dream house a reality. (How good does it feel to have a place to call your very own, *at last?*)**

And now you're oh-so-ready to ditch the mismatched madness that's been serving as your "décor" for the last few years, and transform your home into an intimate and inviting space where you're proud to host friends and family . . .

A place you happily invite the in-laws over to for Sunday dinner, where you get to show off your made-for-dinner-parties dining room, while basking in the warm glow of your mother-in-law's compliments on your home's effortless style . . .

A place to entertain your best girlfriends on Friday night, where they marvel at your chic living room with its understated, comfortable elegance and perfectly curated mix of accessories, furnishings, and personal mementos that emit the perfect relaxed, yet sophisticated, vibe . . .

And most importantly, a haven to come home to at the end of the day, where you breathe a sigh of sweet relief as you curl up with a cup of tea and the last few pages of your favorite book in your beautiful bedroom sanctuary, with its calming color palette and that statement chandelier that adds just the right touch of polished glamour . . .

**The problem? Right now it's all just a dream.**

Because the truth is, you don't have thousands (& *thousands*) of dollars to invest in pricey interior design services.

But the do-it-yourself route isn't the answer either.

Scouring design boards on Pinterest, reviewing 832,618 living design photos on Houzz, and looking through that big stack of decorating magazines you've been saving for years has left you feeling overwhelmed by the million-and-one decisions that still need to be made, and you're *still* no closer to a coherent design plan.

**What's a design-savvy homeowner on a budget – who's ready to create her dream space *NOW* – to do?**

Here's the thing: You *can* create a beautifully designed home that's a joy to wake up in each day, without going the DIY route *or* spending the equivalent of a house down payment to make it happen.

**Hi, I'm Christine Tse, virtual interior designer and the creative director of Christine Tse Interiors. I've been helping my clients create stylish, spot-on home decor with panache, accessibly and affordably, for over 10 years.**

I work virtually to create customized, comprehensive design packages based on your aesthetic, space restrictions, and budget for a fraction of the cost of a traditional face-to-face interior designer.

**If you're ready for a glamorous home design experience that will inspire and delight you without breaking the bank, you're in the right place.**

Through my virtual interior design and E-décor services, I can help you create a home that reflects your personality, nourishes your soul, and brings happiness and comfort to your life.

You simply purchase the design service that fits your needs, complete your design profile, and schedule a call with me to review your profile and get clear on your priorities. Then, voila! You receive your customized design plan.

To learn more about virtual interior design and how e-décor works, **come right this way.** *[Bold copy links to your "How It Works" page]*

You can find out what past happy clients have to say about working with me right over **here.** *[Bold copy links to your "Happy Clients" page]*

**Ready to get started?**

Book a free 30-minute consultation to explore the possibilities of virtual interior design and see if it's right for you **right here.** *[Bold copy links to your "Make an Appointment" page]*

**[END HOME PAGE COPY]**

.....