

{Writing Sample: Website Home Page for a Gifts & Accessories Boutique}

The Fort @3512: Shop, Sip, Socialize

What if shopping felt like going to a fun party with your best girlfriend, where the guests are warm and welcoming and everyone knows your name?

Welcome to The Fort @ 3512, Raleigh, North Carolina's address for thoughtfully edited new and vintage gifts & accessories for the home, personal shopping services + weekly social events.

Curious? Find out more **here**. *[Bold copy links to web page with more information about The Fort.]*

Find out what all the fuss is about.

Get on *The List* – our weekly dispatch of fresh finds, new treasures & exclusive goings-on we only share with subscribers, plus be the first to find out when the door is going up on our weekly Drinks in the Driveway shopping social!

Put me on The List. *[Bold copy links to a separate landing page with an opt-in form to sign up for the weekly newsletter.]*

Personal Shopping Done Differently

You & your gift list + private access to The Fort with me as your personal shopping guide = a personal shopping experience like no other.

Let's Shop. *[Bold copy links to a page with more information about The Fort's personal shopping services.]*

We hereby declare: shopping should be fun, social, and an excuse to have a libation and visit with friends old and new.

Join us each week for "Drinks in the Driveway." It's like a cocktail party . . . with some shopping thrown in.

Let's Party. *[Bold copy links to a page with more information about the weekly Drinks in the Driveway event.]*