

# Writing Samples - Madani Sali

## Sample 1 - App UX Microcopy

Home screen headline:

Calm is not a place. It's a pattern.

Start your habit.

Button text:

Begin with one breath.

## Sample 2 - Landing Page Copy

Headline:

Your startup doesn't need noise. It needs presence.

Subline:

We help founders speak with clarity, not clutter.

Simple sites. Honest design. Words that work.

## Sample 3 - Brand Taglines

- Speak in silence. Sell with feeling.
- Not everything loud is heard. Not everything quiet is weak.
- Copy that's felt - not forced.