

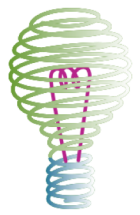
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# Easily Said & Done

**ENGAGE | MOTIVATE | INSPIRE**



It's not just what we communicate that matters, but also how. Clear, compelling content and experiences enable audiences to understand, comply, and apply our clients' information, training, and resources. By simplifying complex information and processes, we help our clients spend less to achieve greater impact, engagement, compliance, and loyalty.

## NAICS

541611 Business Start-up  
541613 Marketing Consulting  
541990 Other Professional Consulting  
611430 Training  
711510 Technical Writing, Advertising  
Copy, Scriptwriting, Writing

## NYC COMMONDITY CODES

91522 Communications Marketing  
Services  
91841 Education/Training Consulting  
91872 Marketing Consulting  
92416 Course Development  
96189 Writing Services

## DUNS

96-399-5274

## CERTIFICATIONS

New York City WBE  
New York State WBE  
Port Authority of NY/NJ WBE

## CAPABILITIES

- Content Strategy & Development
- Training Content Development
- Marketing Messaging Strategy
- Information and Process Simplification
- Small Business Strategy & Coaching

## EXPERTISE & SPECIAL SKILLS

### STRATEGY

- Customer Experience
- User Experience Strategy
- Journey-Mapping
- Communication Auditing
- Education Strategy

### WRITING

- Plain Language Writing
- Technical Writing
- Compliance / Legal Writing
- Information Architecture
- Marketing Messaging

## RECENT CLIENTS

- Fannie Mae
- The Internal Revenue Service
- NYC Small Business Services
- Bank of America/Merrill Lynch
- LiveHealth Online
- Priority Health

**MORE INFO & CASE STUDIES AVAILABLE ONLINE at [easylsaidndone.com](http://easylsaidndone.com)**