

# Scribely

ADJECTIVE  
OF, RELATING TO, OR  
CHARACTERISTIC OF A SCRIBE;  
SCRIBAL.

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## ABOUT ME

I am a creator and story teller

Some of my earliest childhood memories are of learning to draw – figuring out how to translate what I saw in the world into something recognisable on paper. I vividly recall the moment that I realised that my granny's head of curly grey hair could be translated into a bunch of small circles on top of a bigger circle on paper. I was sure that all I needed for the rest of my life was an endless supply of paper and a Crayola caddy.

My love of words followed. I developed a deep love of reading and creative writing at school. One of my fondest memories is a journal writing project we did in high school. My teacher handed back our marked journals and then called me aside and suggested that I kept writing and that I needed to nurture that talent.

I find joy in the writing process. Researching, creating a foundation, and then building with words. Moving sentences around and refining as I go until I have a result that is clear, engaging and most importantly, achieves its purpose of persuading, informing, or delighting the reader.

## MY EDUCATION

I have a Bachelor of Business Administration (Marketing Management) from IMM Graduate School as well as various insurance-related qualifications through the Insurance Institute of South Africa.

I also have training in design thinking, creative writing, business writing and plain language.

## WHAT I CAN DO FOR YOU

Do you have a story to tell about your brand and your product, but you can't find the words, or you just don't have the time?

- I write compelling brand stories for your business.
- I use my plain language skills and background in insurance to turn complicated concepts into engaging content that your customers can easily understand.
- I tell stories that delight and inspire with my whimsical illustrations and paintings.

## WHY YOU SHOULD WORK WITH ME

- I have a keen eye for detail.
- I can easily adapt my writing style.
- I am deadline driven and I have an excellent work ethic. This means I aim to deliver quality work on time, every time.
- I'm curious about people and life and I am always looking for ways to connect the dots.
- I love a challenge.
- I approach each project with energy, enthusiasm and a sense of humour.

## WRITING SAMPLES

On the pages that follow are a few examples of my writing and illustration work. I look forward to chatting with you about creating engaging, well-crafted content to market your brand.

SCRIBELY (PTY) LTD (2021/629540/07)

## Why The Typewriter?

More than a century ago, the typewriter became commonplace in many offices and homes and the term typewriter was applied to a person who operated a typing machine.

At **The Type Writer**, we love ourselves a bit of vintage cool! We wouldn't give up our iPhones and MacBooks for anything but the typewriter holds a special place in our hearts.

From the deliberate and careful click-clacking to the pleasing ting and zip at the end of the line, there is beauty and romance in the process of creating the written word. These sounds make our hearts beat just a little faster and our eyes shine a little brighter.

Yes – we are that passionate about the written word!

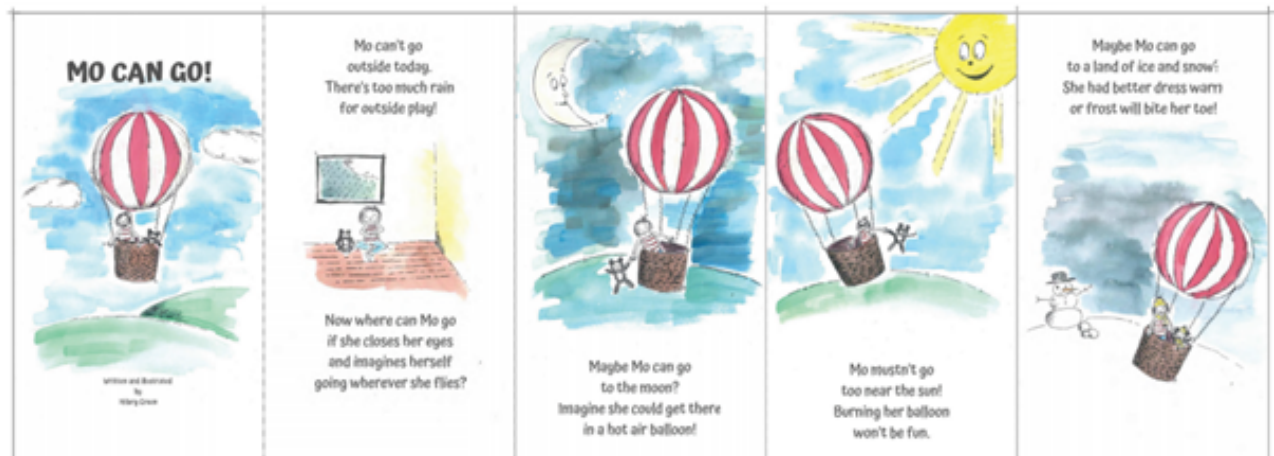
We dream about a world full of clever, creative, well-crafted and click-worthy content. And that is why **The Type Writer** was created.

## About Debbie

From her tattoos and ripped jeans to her passion for life and self-expression, Debbie exudes rock star. She is a fierce member of the Sisterhood. She believes in partnering with female freelancers who share her obsession with the written word. Debbie prides herself on bringing old-school editing skills to the modern world of communication.

Underneath her rock star exterior is a Word Nerd with a Bachelor of Information Science degree with majors in publishing, English, editing and communications from the University of Pretoria.

## A SNIPPET OF A CHILDREN'S INSTASTORY WRITTEN AND ILLUSTRATED FOR HOLLARD/KAGO YA BANA INITIATIVE



## A SAMPLE FROM A MOBILE DEVICE INSURANCE POLICY WORDING

### A. What is covered?

#### 1. What is covered?

We will cover *your mobile device* against accidental damage, theft and loss. This is called comprehensive cover.

You must tell us about the item and give us information such as the *IMEI* or *serial number*, *value* of the item and a description. We will list it on the *policy schedule* and cover it up to the *value* you gave us when you added the item.

If you have a claim which is covered, we will give you a voucher to replace *your mobile device*.

The *mobile device* that you are insuring must belong to you, or a member of *your immediate family* who is dependent on you and lives with you.

### Road Safety Tips: How \*\*\* can make UK roads safer

Statistics from [ROSPA](#) tell us that over 14 000 people die on UK roads each year. The number of injured people is much higher. Moreover, inexperienced drivers are extremely accident-prone. At least one in five inexperienced drivers are involved in accidents within the first six months of getting their driver's licences. These frightening statistics should make us all consider the role we play in **road safety**.

### Road safety tips for the driver

Speed increases the severity of accidents. We need to stay aware of our speed and follow speed limits, especially in residential areas. According to [ROSPA's 2018 fact sheet on speed](#), "Inappropriate speed contributes to around 11% of all injury collisions reported to the police, 15% of crashes resulting in a significant injury and 24% of collisions that result in a death."

While you're driving, remove all devices which may cause distraction. According to law, you cannot hold a phone or a GPS while driving. Yes, even if you have stopped at a traffic light or in a traffic jam! However, studies have shown that even hands-free devices lead to a break in concentration while driving. Ask yourself whether that conversation is necessary right now?

Ensure that you can see around you and that people can see you! Check your blind spots when making entries and exits. Make sure that your headlights are working and visible, so that other drivers and pedestrians can see you!

### Buckle up the babies!

We all know that we need to buckle up, and yet we still see unrestrained children in vehicles every day. Even in a minor accident, unbuckled children can be thrown about inside the vehicle, or even out of the vehicle. [ROSPA](#) has dedicated an [entire website to child safety and car and booster seats](#) and reminds us that according to the law, children up to the age of 12, or 135cm in height must be in the correct **booster seats**. Children will learn and copy the habits of their parents. Consider whether you are doing everything possible to ensure your **child's safety** on our roads!

## PUBLISHED COLUMN IN INTRA MUROS MAGAZINE

# In Hil's Head

## The things they left out of the Mom Manual

It wasn't very well written – I'll tell you that much! I recently canvassed a bunch of mom friends and the list is almost endless!

It starts with pregnancy and birth. No matter which way you decide to bring your baby into the world, the experience is full of some special little surprises. As one mom said, you pretty much leave your dignity at the door when you walk in and pick it up again when you go for your 6 week check-up.

Baby arrives and you're ecstatic. And tired. So, so tired. As so you remain for the next four years. Or longer, depending on how many times you decide to procreate and the age gaps between your kids. Yes, many of us choose to do this more than once. And regarding age gaps? Which is the best one? Close together, you think? They'll be the best of friends... Lies, I tell you!

No one tells you what the appropriate response is when your baby pees in your face. They also didn't mention that bath water has an amazing ability to get the poop muscle going. Yep, without fail, my oldest would get into the bath and decide it was time to poop. Every single time.

They start to talk and it's ever so cute – most of the time. The loveliest old lady used to look after my kids when they were littlest. Granny Mary was her name. My kids were adamant that she was a man and would tell her so. In their defence, she did have a deep voice. But she wasn't a man.

Food – where do I even start? Well, I can assure you that mine have grown into healthy, strong adolescents despite a diet of fish fingers, noodles and Pronuro for the first 10 years of their lives. Eventually they do learn to eat veggies. They even like them a bit.

Did you know that there is a difference between sandwiches cut into squares and those cut into triangles? And that their preferences for shapes change from day to day? A toasted cheese and ham is not the same as a toasted ham and cheese and is nothing like a ham and cheese pizza. Also, they do get over it eventually. And the sooner you teach them to make their own sandwiches, the better.

The book says that when they're about five or six, they'll lose their first tooth. What they don't mention is what amount the Tooth Fairy/ Mouse/other imaginary creature is supposed to fork out for that first tooth. And what about the rest of the lost teeth? Yes, you may be super excited and rush out to the ATM to withdraw a crisp R200 note. Be over-generous at your own peril. They will lose lots of teeth and it gets expensive! Most of the time, the teeth will come out when your wallet is at its emptiest. I have literally written IOUs on behalf of the Tooth Mouse.

And what are you meant to do with the teeth? They're kind of grim to keep around, but they're part of my babies and I hate throwing them away – does that make me strange? I read recently that they can be used for stem cell extraction or something. My



only issue is that I have put all the teeth in a tiny jewellery box at the back of my cupboard and I have no idea which teeth belong to which kid. I think that might make the stem cell extraction thing a bit complicated, right?

Throwing away the kidlets' art work is another heart-wrenching thing. They bring home reams and reams of artwork in pre- and primary school. A couple of the pics made their way into my box of sentimental junk, but most were taking up valuable cupboard space in photocopy paper boxes. We recently did a spring clean and the kids themselves chose to throw the artwork out; very unceremoniously too. "Who would want to keep half coloured-in Humpty Dumpty pictures?" asked the Tween.

But the biggest thing they left out – and forgive me for how twee I'm about to get – is how incredible your love for those little people will be. Your heart will be bigger and more open than it ever was. There is no limit to the lengths you will go for them. Or maybe that was in the book... and I just didn't understand the intensity of it?