

* The Draftory

Studio Portfolio

**“The difficulty is not to write,
but to write what you mean.”**

– Robert Louis Stevenson

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**YOU ALREADY HAVE
THE IDEAS.**

**YOU PROBABLY HAVE
MORE TO SAY THAN YOU
THINK.**

You've spent years building them.

When you've spent years building something, you naturally end up with a lot to say. You've made difficult decisions, gotten things wrong, figured things out, developed strong opinions & collected stories along the way.

Most of it never gets written down.

Some of your best ideas probably come up in meetings, conversations with your team or random voice notes. Others are sitting half finished in your Notes app. And between actually running the company and everything else that needs your attention, sitting down to write rarely makes it to the top of the list.

And that means something gets lost.

Not just content, but years of thinking that could help people understand what you know, what you believe and how you see the world you're building in. The ideas are already yours. They just haven't made it onto the page yet.

THAT'S *where we* COME IN.

The Draftory is a boutique content studio for founders. We take the ideas, experiences, expertise and half formed thoughts already in your head and help turn them into writing that is clear, thoughtful and actually sounds like you.

Sometimes that becomes a LinkedIn post. Sometimes it is an essay, a Substack, a newsletter, an interview, a script or something else entirely. The format can change. The focus stays the same: getting the writing right.

WHY WE'RE HERE

To help interesting people put what they know, believe and have experienced into words, and make sure good ideas don't stay stuck inside conversations.

WHAT WE CARE ABOUT

Writing that feels thoughtful, specific and human. Writing that sounds like the person behind it, not like it could have come from anyone.



WHAT GOOD WRITING CAN DO.



Good writing does more than keep you visible. Done consistently, it changes how people understand you, what they remember you for and, eventually, what they come to you for.

Get you noticed

One good piece can put you in front of the right person.

Build trust

Sharing how you think gives people a reason to trust what you know.

Show your expertise

The things you've spent years learning finally become visible to people outside the room.

Build a reputation

Do it consistently, and individual pieces start becoming a body of work people know you for.



WHO'S THIS FOR?

We usually work with founders who already have something worth saying. The problem is rarely a lack of ideas. More often, it looks a little something like this:

Great in a room. Quiet online.

The people who've worked with you know how much you know. Your online presence just doesn't show enough of it yet.

Ideas, not time.

You know you should probably write more. But between actually running the company and everything else on your calendar, it keeps getting pushed to next week.

Years of untapped expertise.

You've spent years learning things most people in your space haven't. A lot of that knowledge still only comes out in meetings, calls and conversations.

Something is changing.

Maybe you're launching, fundraising, hiring, scaling or entering a new chapter. What you're building has evolved, and it might be time for your public presence to catch up too.

WHAT WE DO

Writing is at the centre of what we do, but it doesn't stop there. Depending on what you need, we can help think through the direction, write the actual content, build the creatives around it and make sure it all goes out the way it should.

Think

- Positioning
- Content strategy
- Content territories
- Editorial direction
- Ideation
- Content calendars

Write

- LinkedIn
- Substack
- Blogs & articles
- Newsletters
- Interviews
- Scripts
- Campaigns
- Founder narratives

Create

- Carousels
- Post graphics
- Editorial assets
- Supporting creatives

Run

- Scheduling
- Publishing
- Calendar management
- Engagement support
- Ongoing optimisation

Some things we've written lately.

1000 +

content pieces across
formats

60 +

clients across
industries

and quite a few words along the way.

LONG FORM.

Some ideas need more than a few hundred words.

The Sleep-Immunity Connection: Why Rest Is Important for Good Health

We all know what happens after a few nights of poor sleep. The throat feels scratchy, the head feels heavy, and even small tasks feel harder than usual. It is not random. Your immune system is trying to tell you something: "I need proper rest to protect you."

Sleep is not just about feeling refreshed. It is a major part of how the body fights infections, repairs itself, and stays strong. If we want better immunity, faster recovery, and more energy, the first place to look is our sleep routine.

At Forest Life, we believe in creating sleep solutions that not only feel luxurious but also support your overall health and well-being. Our products are designed to provide unmatched comfort and alignment, helping you build a healthier sleep environment that keeps your immune system strong and resilient.

What your immune system does when you sleep

Even though you feel still and quiet at night, your body is hard at work. Here is what happens while you sleep:

- Your body produces cytokines. These proteins help fight infections and reduce inflammation.
- T-cells become more active. These cells attack viruses and harmful invaders.
- Immune memory improves. Sleep helps your body remember how to fight past infections more efficiently.
- Inflammation goes down. Rest helps calm the system so the immune response stays balanced.
- Tissues repair. Muscles, organs, and cells recover during deep sleep.

Think of nighttime as your immune system's repair shift. Without enough sleep, the system is underpowered.

How sleep loss weakens your immune system

Missing sleep has quick and noticeable effects. Have you ever fallen sick right after a stressful week with late nights? That is exactly why.

Here is what lack of sleep does:

- Your body makes fewer protective cytokines.
- T-cells become less active

What Is a Carboy? A Complete Guide to High-Volume Liquid Storage in the Lab

Laboratories that work with large volumes of buffers, solvents, distilled water, culture media, or chemical waste need containers that go well beyond what standard reagent bottles can provide. Carboys are the practical solution for this, but they are frequently underspecified or purchased without adequate attention to design quality. This guide explains what carboys are, how they are built, and how to use them correctly and safely.

What Is a Carboy?

A carboy is a large-volume container, typically between 4 litres and 20 litres, designed for storing, transporting, and dispensing liquids in laboratory and industrial settings. The term originates from the Persian word "qarabah," referring to a large glass vessel, though modern laboratory carboys are made from plastic.

Unlike standard reagent bottles, carboys are built with integrated handles and dispensing features to make them practical at high volumes. Working with a 10-litre container that weighs close to 10 kilograms when full requires a design that accounts for safe grip, controlled dispensing, and structural stability during both use and transport.

How PlastX Carboys Are Constructed

PlastX StoreX carboys are engineered for the demands of high-volume laboratory use. Key design features address the specific challenges of working with large, heavy containers of potentially hazardous or valuable liquids.

- **Built-in shoulder handles:** Ergonomically shaped integrated handles allow two-handed carrying of full carboys, distributing the weight and reducing the risk of dropping or spilling. Single-handle designs on large carboys are a documented source of laboratory accidents. Both hands should always be used when moving a carboy above 5 litres.
- **Continuous semi-buttress threads on the neck and closure:** This thread design is compatible with standard carboy and jerrycan closure systems. The threads are designed to improve grip and reduce the risk of thread damage or stripping during repeated opening and closing, which matters for containers that are refilled and resealed regularly.
- **Precision-moulded seal ring:** Integrated within the closure, the seal ring fits against the bevelled bottle neck edge to create a consistent seal and prevent accidental leakage during storage and transport. The seal ring is manufactured as part of the closure rather than as a separate liner component, eliminating the degradation and contamination risk associated with separate liner materials.
- **Smooth curved interior base corners:** Residue accumulates in sharp corners. Curved interior corners allow complete drainage and effective cleaning between uses, which is particularly important for carboys used across multiple reagents or media formulations.
- **Reinforced stable base:** The base structure prevents tipping under the weight of a full load. Engraved identification details including resin code and volume markings are

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FOUNDER LED.

*Different founders. Different voices.
Different things worth saying.*

When I was starting (a growing PR agency), I thought I knew what the challenge would be.

I was building a PR agency in a city that was not a metro. And I assumed the work would be to explain to people the difference between PR and advertising. That felt like the hill I had to climb.

Little did I know the hill was even steeper than that.

Because it was not just that people did not know the difference. It was that almost everyone I met, founders, business owners, people running real companies, believed that advertising was PR. The two words meant the same thing to them. And nobody had ever sat them down and told them otherwise.

So let me do that now.

Advertising says: "Buy one, get one free. Sitewide sale. Limited time only."

PR says: "This summer, XYZ's signature fragrances are everywhere, from beach vacations in Goa to late-night city parties. In our 2026 scent guide, we break down the brand's most-loved perfumes and why they've become a staple for a new generation of buyers."

Same business. Completely different message. Completely different impact.

Advertising makes you aware. PR makes you believe. And those are not even close to being the same thing. You can be aware of a hundred brands and trust none of them. Belief is what actually moves people, and it cannot be purchased with a media budget.

This is also why PR is not the thing you run to when you suddenly feel invisible. When you realise your competitor is in the news and you are not. By that point, you have already missed months of work that should have been happening quietly in the background.

PR is not a campaign. It is not a press release. It is a long-term, consistent process of building a narrative that people come to trust over time. You cannot switch it on and off. And if you are serious about building a brand that lasts, not just one that gets attention, you need to understand that distinction.

The brands that get this are the ones that endure. The ones that don't are always chasing visibility and wondering why it never quite converts into anything real.

One gets attention. The other builds belief.

In the long run, belief is the only thing that holds.

Our gut has opinions about our mental health. And nobody is paying attention to it.

There are approximately 100 trillion microorganisms living in our digestive tract. Together they're called the gut microbiome. For most of the biology we learned, we thought they were just there to help us digest food.

Turns out they've been doing a lot more than that.

The gut and brain are in constant conversation through something called the "gut-brain axis." It's a two-way communication highway involving the vagus nerve, immune signaling, and hormones. What researchers have been quietly uncovering over the last decade is that the microbiome is an active participant in that conversation. Not a passive one.

Here's what stops most people in their tracks: roughly 90% of your body's serotonin is produced in the gut. Not the brain. The gut. The same neurotransmitter that most antidepressants target is manufactured primarily in your digestive tract. And the bacteria living there directly influence how much of it gets made.

This isn't fringe science anymore. Studies have found measurable differences in the gut microbiome composition of people with depression, anxiety, and even schizophrenia compared to people without.

But before you stock up on probiotics, understand this. The research is promising but early. The mechanisms are still being untangled. The microbiome is staggeringly complex. What helps one person's gut may do nothing for another's. Anyone telling you otherwise is probably selling something.

But the evidence is starting to stack. The idea that mental health lives purely in the brain is becoming harder to defend. What you eat, how much you sleep, whether you've been on antibiotics, your stress levels, all of it shapes your microbiome. And your microbiome may be shaping more of your mood than we ever accounted for.

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SCRIPTS

*Some things are meant to be heard,
not read.*

Scary Videos That Will Fuel Your Nightmares!

From a door that opens on its own to a ghostly figure caught floating through a yard, and a scream echoing across a haunted highway, these aren't special effects or horror movie scenes. They're real videos posted by real people. Today, we explore four chilling moments that were caught on tape, unexplained, unsettling, and unforgettable.

The first clip comes from Reddit, shared by a user named odius, and it's been freaking people out ever since it hit the ghost subreddit. The setup couldn't be more ordinary: a quiet home, a hallway, and a basement door. It's daytime, just past 4:30 p.m., and the lighting is completely natural. Nothing about it feels staged. That's what makes what happens next so disturbing.

Without warning, the basement door slowly begins to open. No gust of wind. No people. No pets. Just a slow, deliberate creak. You can actually see the weight in the way it moves, like something is physically pushing against it, but nothing's there. The video doesn't cut or zoom, or glitch. It simply captures a moment that shouldn't be happening.

0:50 to 1:04 <https://www.youtube.com/watch?v=USuHOgl4NRY>

The uploader says the footage came from his friend, who swears another similar event was also recorded. If that second video ever surfaces, it could confirm what a lot of people are already thinking: this wasn't just a fluke.

Some skeptics suggest the usual suspects—air pressure, temperature shifts, maybe a poorly installed door hinge. But anyone who's lived in a house long enough knows the difference between a creaky door and one that swings open with purpose. And this door? It doesn't just swing. It opens slowly, fully, with precision. The fact that it happens in the middle of the day actually makes it more terrifying. It's not trying to be spooky, it just is.

So, was it physics? A prank? Or something waiting in the basement, just out of view?

Let's move to the second video. This one comes from TikTok, posted by a woman named Stephanie McKe. If the first clip unsettled you, this one might haunt you. It's night. Still. Quiet.

"Caitlin Clark Just Became a BILLION DOLLAR Athlete - Here's the Insane Proof"

<https://www.nytimes.com/athletic/6460500/2025/06/30/caitlin-clark-fever-wnba-salary/> (insert screenshot)

This isn't about Caitlin Clark's net worth. It's not about how many endorsement deals she's signed or how much she takes home in WNBA salary. This is about her impact. One respected finance professor says Clark could generate over one billion dollars in economic activity for the WNBA this year alone. Not ten years from now. Not over a Hall of Fame career. This year. By herself.

The numbers are in. The data is shocking. And if you thought you knew how valuable Clark was to the league, think again. Because the reality goes far beyond her highlight reels or box scores.

Let's start with the billion-dollar prediction that set the internet on fire, and who it came from.

<https://nypost.com/2025/05/25/sports/caitlin-clark-could-have-billion-dollars-worth-to-wnba-as-star-power-reaches-unforeseen-levels/>

(Insert screenshot of this section from the article- "According to Ryan Brewer, an associate professor of finance at Indiana University Columbus, the Fever guard generated a whopping 26.5 percent of the entire league's economic activity last year. He then made a bold prediction. "If things just go as they were, and we have an expanded season of 22 home games with modest inflation, I'm looking at \$875 [million]," Brewer said to NBC News about Clark's potential monetary value for the 2025 season. "And I could easily see that eclipsing a billion dollars on the economic impact of Caitlin Clark this year." Brewer, who previously did the calculations for the Indianapolis Star, is an expert at valuations and came up with the number in part due to revenue from merchandise, ticket sales and TV ratings.)

Ryan Brewer isn't some fan throwing numbers around. He's a finance professor at Indiana University-Purdue University Columbus, and he specializes in sports economics. In June 2025, Brewer ran a full financial analysis of Clark's influence on the WNBA. His conclusion? Clark could be responsible for at least \$875 million in economic activity this season. And if trends continue, it could cross \$1 billion.

That number includes national media deals, team valuations, ticketing, merchandising, brand awareness, and social media growth. It's a full-scale impact audit, not a marketing pitch. And the kicker? Brewer calls his \$875 million estimate conservative. He says the real number could rise even higher as postseason revenue, playoff ticketing, and licensing revenue come in.

So how does a rookie with a \$78,000 salary end up generating ten figures for her league?

It starts with what she did in her very first year.

Idiot Cops Who MESSED With The Wrong Person

0:26 to 1:20 <https://www.youtube.com/watch?v=qzrBp50EC68>

It starts like any other traffic stop, quiet road, flashing lights, and a cop pulling over a motorcyclist. But what should have taken two minutes turns into a full-blown standoff between ego and law, and trust us, it gets wild.

1:17 to 1:32, 1:52 to 2:21 <https://www.youtube.com/watch?v=qzrBp50EC68>

The officer begins by claiming the biker was illegally "passing on the right." But instead of just nodding and handing over his ID, the biker calmly asks the golden question: "What law did I break?" And that's where things start to fall apart. The officer doesn't have a clear answer.

2:40 to 3:36 <https://www.youtube.com/watch?v=qzrBp50EC68>

He starts mumbling something about lane sharing and safety, clearly unsure of what the actual statute says. That's when the motorcyclist pulls out his phone and reads the DMV website out loud: California law does not prohibit or allow motorcycles to pass within the same lane. Translation? It's not illegal.

3:45 to 4:46 <https://www.youtube.com/watch?v=qzrBp50EC68>

You'd think that would end it. But instead of backing off, the officer doubles down. He claims the maneuver was "unsafe," and when pressed for proof, he can't provide any. The biker then explains, politely, that unless he's being lawfully detained, he doesn't have to hand over his ID. The cop insists. So does he.

6:17 to 7:03 <https://www.youtube.com/watch?v=qzrBp50EC68>

And suddenly, backup is called. That's right. Four officers eventually surround this one man, who still hasn't broken any law.

7:19 to 8:08, 8:17 to 9:03 <https://www.youtube.com/watch?v=qzrBp50EC68>

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OTHER FORMS

*Different ideas need different ways
of being said.*

What We Do

Our services are designed to be flexible, allowing you to engage us for design, execution, décor, or complete end-to-end solutions.

- **2BHK, 3BHK, 4BHK & luxury home interiors**
Description: We design homes that feel personal and easy to live in. Every layout is planned around daily routines, comfort, and flow, with careful attention to detail, materials, and long-term usability.
- **Villas and holiday homes**
Description: Spaces designed to slow you down. We create relaxed, thoughtful interiors that balance comfort, openness, and detail while creating an environment that feels natural and easy to retreat into.
- **Resorts & boutique hotels**
Description: We design interiors that feel warm, inviting, and comfortable. Attention to flow, atmosphere, and materials ensures spaces that are functional, durable, and effortless to experience for both guests and operators.
- **Airbnb setups**
Description: We design interiors that are practical and welcoming. Every space is planned to look good, function smoothly, stay within a budget, and stand up to regular use, while still feeling warm and considered for every guest who walks in.
- **Offices & commercial interiors**
Description: Workspaces designed for clarity and comfort. We focus on layouts that support productivity, movement, and everyday use, while maintaining a clean, organised, and professional design language.

Why Us

- **Honest Timelines, Delivered as Promised**
We believe timelines should be honest and achievable. Every project is planned carefully and delivered when it is promised, without unnecessary extensions.
- **Focused and Personalised Attention**
Every space receives focused attention. From design to execution, each project is handled with care, ensuring details are thoughtfully planned and well executed.
- **Flexible, Modular Services**
You are free to choose only what you need. Whether it is design support, execution, or styling and décor for an existing space, we offer individual services as well as complete solutions.
- **Budget-Conscious Approach**
Good design should be accessible. We offer flexible and cost-effective options, ensuring quality and clarity even when working within a defined budget.
- **Sustainability as a Core Value**
Environmental responsibility is woven into every decision, guiding both design choices and execution methods.

Our Story

Boston was built on a simple belief: better sleep leads to better days, better health, and a better life.

Sleep is not just eight hours of rest. It shapes how we think, perform, recover, and live every single day. At Boston, we believe a well-designed mattress can improve not just sleep, but the quality of life that follows. When people sleep better, they wake up healthier, more focused, and better prepared for everyday demands. This belief guides everything we do.

(A happy, content-looking man to demonstrate how better rest can lead to better days.)

Boston is backed by over 80 years of experience in the mattress and bedding industry, representing the fourth generation of a family dedicated to the science and craft of sleep. This is not a business that began overnight. Knowledge, craftsmanship, and expertise have been passed down across generations, shaped by decades of hands-on experience and a deep understanding of how sleep truly works and why it matters.

(Image of the factory)

Over the years, Boston has played an active role in the evolution of the mattress industry. As one of the early mattress brands to establish an online presence in India, Boston has consistently adapted to changing consumer needs while remaining rooted in quality, integrity, and proven expertise.

In the last few years, Boston has sold over 1 million mattresses, earning the trust of households, hotels, institutions, and retail partners across India. Our growth has been driven by a clear principle: great sleep should never be a compromise, whether it is comfort, quality, or values.

(Image of testimonials, our clients)

At Boston, we focus on delivering what is genuinely best for the sleeper. From 100% pure natural latex and high-performance foams to carefully engineered support systems, every mattress is crafted using premium raw materials that meet stringent international quality and safety standards. Our raw materials are certified by globally recognised bodies, including [Eco-Institut](#), [LGA](#), [Oeko-Tex](#), [FSC](#), [GOLS](#), [GOTS](#), and [CertiPUR-US](#), ensuring safety, sustainability, and long-term performance.

(Image of certifications or something that shows that our mattresses have long-term performance)

Design is as important as performance. Boston mattresses are thoughtfully developed with both comfort and aesthetics in mind, with a NIFT-Alumni working within our team. This ensures every product is visually refined, ergonomically sound, and finished to the highest standard.

(Designers working to select the fabric or finalising the design of the mattress, fabric factory image)

Each Boston mattress is manufactured with precision, supported by rigorous quality checks, and built for long-term durability. Whether it is for homes, luxury hotels, hospitals, hostels, or large-scale institutional requirements, we deliver sleep solutions that are consistent, reliable, and made to last.

(Picture of quality check/durability/hotel)

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AFTER HOURS

*Our founder was a writer first.
Everything else came much later.*

saw an older man staring at a photo frame of a woman, which hung loosely on an empty wall, half-tilted, with no one to fix the orientation. it was a picture of the woman he loved deeply, the one he once shared his life with, the woman who left him sooner than he had expected her to. "i would hate to see the world without you," she had once told him, and she didn't have to do what she hated but made him do it instead, and he equally hated it. the older man's legs were shivering; he could barely make it out of the chair. he wished to hold the photo frame in his arms like he used to keep his girl when they were young and free.

why do we always wish for something we don't have? be it the mountains when we're on the beach or the sunset when we're watching a sunrise. be it missing our partner when we're hanging out with a group of friends or missing a child's laugh when we're watching a grey-haired, loose-skinned 60-year-old man smiling at a picture of his wife.

it's unfair how every moment is meant to be lived, yet we only spend it wishing to be where we are not. i think the reason is our love for specific moments and people, and it makes sense for that love to always stay, but can our resentment for the other things in life not go away?

as a reader, there are a few things i love more than i know how to explain. i love opening a new book and wondering who i am about to meet. i love getting to know people who have never existed and somehow understanding them better than people i have known for years. i like learning what hurts them, what keeps them awake, what they dream about. forty-eight hours ago, i had never heard of takako. twenty-two hours later, i felt like i had known her forever. yes, i finished the book in less than a day. sometimes you find a story at exactly the right time, and slowing down feels impossible.

i have never been to japan. if you had asked me a week ago where i wanted to travel, i probably would not have mentioned it. but somehow i know the morisaki bookshop now. i know what it felt like after everyone had gone home. i know what it meant to satoru. i know why people kept finding their way back. it still amazes me that somewhere you've never been can leave you feeling nostalgic.

i think that's what reading has always been for me. another life. every book leaves me with memories that don't belong to me, yet somehow do. somewhere along the way, i always find one person whose life i begin living. this time, it was takako.

i understood what it felt like to not be chosen. to believe someone was slowly making their way towards you, only to realise they had been walking in another direction all along. she wanted something to be true. i think that kind of heartbreak is more familiar than most of us like to admit.

i also understood what it felt like to slowly love something you wanted nothing to do with in the beginning. i've done that with places. i've done that with people. sometimes the things that stay with us the longest are the things we almost walked away from.

when i reached the last page, i did what i always do. i sat there for another minute before closing the book. i don't really know why. maybe i just wasn't ready to leave.

i already miss being takako.

but i'm grateful i got to know her at all. if she could slowly find her way back to herself, maybe i will too. i don't know when. i just think i will.

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WE THINK *before* WE WRITE.



If putting content out regularly was enough, wouldn't filling up a calendar do the job?

We think there needs to be a little more to it than that. Before we start writing, we want to understand what you know well, what you have a real POV on, which of those ideas are actually worth putting out there, and what you eventually want people to know you for.

WHAT DO YOU KNOW REALLY WELL?

The things you've spent years learning, doing, building and figuring out for yourself.

WHAT DO YOU ACTUALLY THINK?

Your opinions, observations, disagreements and the things you see a little differently from everyone else.

WHAT'S WORTH TALKING ABOUT?

Not every idea needs to become content. We look for the ones that have something behind them and are actually worth someone's time.

WHAT SHOULD PEOPLE KNOW YOU FOR?

Because eventually, all those individual pieces should start adding up to something.

Anyone can generate content now. That isn't the hard part anymore.

You can open Claude today, give it a topic and have a post ready in a few seconds. And honestly, with the right prompts and enough information, it might even be a pretty good one.

But when we write for someone, coming up with the words is only one part of the job.

We need to know which stories you keep coming back to and which experiences have actually shaped the way you think. We need to pick up on the opinions you mention almost casually, but clearly care about. Sometimes the best idea from an hour-long conversation is something you spent thirty seconds talking about.

And then there are all the smaller things. How you explain something when you're not trying to sound impressive. The words you naturally use. The ones you never would. How strongly you'd say something. What you'd be comfortable putting your name to and what simply doesn't feel like you.

You can give a tool a lot of information about someone. Actually getting to know how they think takes a little more than that.



THE WRITER *should* DISAPPEAR.

*If everything we wrote sounded like
us, we wouldn't be very good at this.*

HOW YOU TALK

The words you use. The phrases you come back to.
How formal, casual or expressive you naturally are.

WHAT FEELS LIKE YOU

How strongly you'd say something. What you find
funny. What you'd happily put your name to.

THE REAL TEST?

Would you actually say this? Ideally, you shouldn't have to think too hard about the answer.

HOW YOU THINK

How you explain an idea, build an argument, tell a
story or arrive at a point.

WHAT DOESN'T

The words you'd never use. The opinions you
wouldn't have. The sentences that might read well,
but simply don't sound like you.



HOW *we* GET THERE.

01. Listen



We start with a proper deep dive into you, your business, your story, what you believe, what you've learnt, what motivates you, what you disagree with and the things you could probably talk about for hours.

02. Research



Then we do our homework. We conduct research on your business, industry, market, competitors and whatever else we need to understand your world properly.

03. Find the threads



We start pulling out the ideas, stories and subjects that keep coming up, and turn those into clear content directions we can build around.

04. Dig deeper



We come back with more questions. Some ideas need another conversation, some need more context, and sometimes one answer opens up five more things worth talking about.

05. Create



Then we get to work. Concepts, writing and, where needed, the visual direction that goes along with it.

06. Calibrate



You tell us what feels right and what doesn't. What sounds like you? What would you never say? What needs more nuance? This is where we start getting really close to your voice.

07. Build ahead



We don't start posting the second the first piece is approved. We usually get around 6 to 8 pieces ready first, so there's enough breathing room to keep things running properly.

08. Publish & refine



Then the work starts going out. We keep learning from your feedback, new conversations, what's happening in your world and how the content is landing.

WHAT WORKING *together* LOOKS LIKE.

01. IT GETS LIGHTER AS WE GO.

We'll need more of your time in the beginning. That's when we're learning how you think, what you care about and what actually sounds like you. As we work together and build more context, there's naturally less you need to explain and less we need to ask.

02. WHATEVER'S EASIEST

We usually work out of Notion and Google Workspace, with WhatsApp for the quick stuff. If your team already has a setup that works for you, we're happy to fit into that instead.

03. REGULAR CHECK INS

Usually weekly or biweekly. Enough time to catch up, pull out new ideas, get your input and make sure we're still heading in the right direction.

04. ONE PERSON TO TALK TO

You'll have one point of contact from our team who stays in touch with you or your team and makes sure everything keeps moving on our end.

05. WE KEEP IT MOVING

Concepts, drafts, feedback, graphics, timelines and the content calendar. You shouldn't have to keep following up with different people to figure out where something is.

Generalist, deliberately.



NAVYA JAIN

FOUNDER, THE DRAFTORY

I've never been particularly good at being interested in just one thing.

I've been writing since I was about eight, just in very different forms. Sometimes it was poetry, sometimes something for the school magazine, and sometimes just pages I wanted to write for no particular reason. As I grew older, I found myself writing about things I genuinely cared about, especially women's health, including through my work with Project Auxilia by 1M1B and Hakkachi Paali. No matter what else I explored, writing was the one thing I kept coming back to.

Before engineering, I was deeply interested in medicine and was pretty sure that was where I was headed. I eventually chose engineering, then found my way into marketing, brands and content. Business became another thing I could spend hours reading and learning about, while my interest in healthcare never really went anywhere.

For a long time, all of that felt a little disconnected. Then I started writing for other people and realised being a generalist was actually pretty useful. Writing in someone else's voice means stepping into their world, understanding what they do and why they do it, asking a lot of questions, doing the research and getting to know how they think. Turns out, being curious about a lot of things helps.

That's also where The Draftory came from. I kept coming across people with genuinely great ideas and stories, but not always the time or the right words to put them into. I've always believed that the way something is said can change how it is understood, remembered and even acted on. Sometimes the thought is already there. It just needs the right words to do it justice.

The Draftory has grown a lot since then. It's no longer just me sitting down to write. There's a team behind it now, and together we can do a lot more with the ideas that come our way. But the reason I started all of this is still pretty much the same: **I love writing, and I think the right words can do a lot for people with something worth saying.**

* The Draftory

We bring great writing to exceptional founders.

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