

# Invest Ottawa DMS Future Proof

## Success Story: Walking for Peace Publishing

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### The Story

Walking for Peace Publishing is the creation of Mony Dojeiji and Alberto Agraso. It is a self-publishing company whose intention is to inspire and transform lives through the telling of the duo's personal pilgrimage story in which Mony and Alberto walked 5,000 kilometres in 13 months across 13 countries. The business emerged as a response to their desire to share their vision and quest for a more holistic and centered life in hopes that others may join their journey or feel inspired to pursue a pilgrimage journey themselves.



### The Obstacle

Mony and Alberto's work spans many domains from self-published works to illustrations. However, their website was not providing a clear representation of the scope and breadth of their work. They were evolving and the site was unfortunately not evolving with them. Mony and Alberto needed support in navigating the backend of their website and updating it to incorporate the new projects they were working on.

### The Solution

The Transformation Team from the Digital Main Street Future Proof program focused on updating the backend of the Walking for Peace Publishing site and making it user-friendly for Mony and Alberto so they could easily navigate and update the site themselves. The team also provided templates and tips for building the company's social media presence, as well as a brand package with logos, colour schemes and fonts for the website and social. The team worked collaboratively with Mony and Alberto to understand their vision for Walking for Peace Publishing, which meant all of the web and social content was tailor-made for their needs.

# The Update and the Future

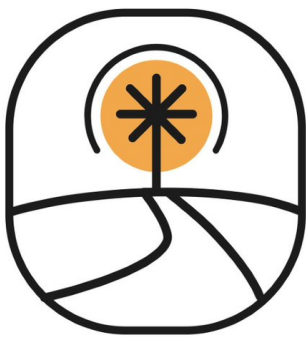
Mony and Alberto are glad to have a site up and running that fully expresses their mission and their work, and they are enjoying being able to update it easily. The duo wants their message of peace and love to be spread as far and as wide as possible, and they say their new website will help them do just that.



## Testimonial

“Thanks to the Transformation Team we have been able to come up with new and improved ideas for Walking for Peace Publishing,” says Mony. “The team instilled a lot of confidence in us and through enthusiasm and creativity built a great gift that we will appreciate for years to come.”

## Get Connected!



*Walking for Peace Publishing*

**Mony Dojeiji & Alberto Agraso**

Co-Founders, Walking for Peace Publishing

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