

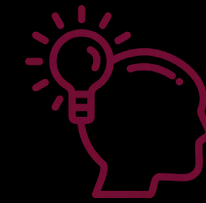
# WritersBlok

A FULL-SERVICE GHOSTWRITING AGENCY

Est. 2017



**We Help  
Industry Leaders  
Turn Their  
Personal Stories  
Into Brand Assets  
So They Can:**



**Tap into boundless creativity and monetize their expertise.**



**Build a legacy brand with relevance and longevity.**



**Impact and contribute to conversations that matter.**



# Your Ingredients. Our Secret Sauce.

We are the hidden content ninjas behind some of the most talked about brand moments.

The WritersBlok mission is to help our client-partners take a stand on hot button topics. In today's age of increased digital media consumption, no one person can meet its demand themselves. We help creative thinkers develop their voices and decode their ideas so that when they speak up, they shake the room. We are the ghostwriters to **celebrities, professional athletes, politicians, founders and executives;** no matter the industry, these leaders trust the WritersBlok with their legacies. Our greatest asset is our ability to create a safe space for our client-partners to reimagine their industry, community, and the world at large, with their whole hearts.

# Why Now?



## Connecting to cultural passion points is necessary

Consumers expect to know the values of the brands they support.



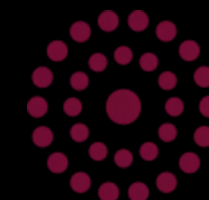
## Your individual brand matters

The voice of key decision-makers is as important as the company brand.



## We're in the social media era

The secret to consumer marketing is to create a two-way dialogue.



## Authenticity has a ripple effect

Create brand loyalty, and earn the respect and trust of consumers and investors.

# Our Services

GHOSTWRITING, RESEARCH, ANALYSIS, STRATEGY



## Thought Leadership Content

Contribute to hot button topics by leveraging your expertise and experience

## Speech Writing

Draft keynote address or speaking points for major presentations

## Tailor-Made Executive Branding

Conceptualize, develop, and launch your personal brand to elevate your speaking career, board seat or consulting business

## Presentation Deck

Research and execute concept development, content and design

## Manuscript and Independent Publishing

Assist new authors with concept direction and development

## Media Training

Communication training for leaders who leverage stories to engage audiences and advance business goals

## Fractional Chief Communications Officer (CCO)

Your on-call partner for shaping narratives, steering through crises, and scaling your communications strategy so you can 10x your impact

## Copy Editing

Professional review of written content to improve accuracy, readability and grammar

Custom quotes based on project specifications

# Client Results

*Pauleanna Reid, Founder of the WritersBlok, has over 100 testimonials on LinkedIn from past and current clients, colleagues and industry peers. Here's what some of our client-partners have said about our level of excellence at the WritersBlok.*



"Pauleanna's team at WritersBlok truly helped me to make my ideas sing. Though I am a writer, I had trouble getting my thoughts in order when asked to deliver a huge speech. Pauleanna and her team were able to help me tell my story in a clear and concise way that both inspired and entertained. As I continue in my career, I have no doubt that I will continue to use WritersBlok for my speech writing needs. They were professional, thorough, and delivered an amazing product. 5 stars!"

**- Claire Sulmers, Founder & CEO, Fashion Bomb Daily**



"Pauleanna quickly became my go to copyeditor who reviews all of my speeches. Her team at WritersBlok has also been instrumental in creating copy for marketing collateral materials including web content, bio's, one-sheets, proposal decks etc. I've never met anyone who captures my heart, voice, tone and spirit so perfectly. Pauleanna is detailed, a thorough researcher, consummate professional who adds tremendous value, meets deadlines and always delivers par excellent work."

**- Ivy McGregor, Principal, Ivy Inc.**



"Pauleanna is hard-working and highly committed to her craft. She demonstrates initiative, intelligence, and creativity. She is always willing to help someone out in the time of need which speaks to her ability to function as a productive member of a team and to project an open, friendly persona to others regardless of their level of expertise. She is a great direct communicator and knows how to raise and discuss common issues and problems in a processual manner. She is the type of individual that you can count on and trust and those traits are exceptional and speak to her character. In all, I would have to say that Pauleanna is a fine, well-balanced person with an abundance of positive qualities. I highly recommend her."

**- Rakia Reynolds, Founder & CEO, Skai Blue Media**



"I hired WritersBlok to help architect the brand story for KT Winery & Mom Juice. After examining our existing copy, Pauleanna and her team revised, refreshed, and reproduced various brand assets ensuring beautiful storytelling, clarity, flow, and consistency in both the voice and narrative. They did an absolutely phenomenal job. I can't recommend Pauleanna's strategic lens enough! After working with multiple communications companies and left disappointed, hands down working with WritersBlok was the best and most thorough experience. 10/10"

**- Kristin Taylor, Founder & CEO, KT Winery**



"Working with WritersBlok was and is currently a top-notch experience! You can probably imagine the overwhelming joy I felt when I signed my first ever published book deal... followed by anxious thoughts like, "will I have time to write?! Is this a good chapter idea?! What order should I write this in?!" Writing a book is NO JOKE but I'm genuinely grateful that the WritersBlok helped me create a very detailed outline of my book proposal to submit to my publisher! By the way, the book proposal/outline was so well received that a university (along with my publishing company) picked it up and will be selling it in their bookstores! I am going to be a best-selling author!"

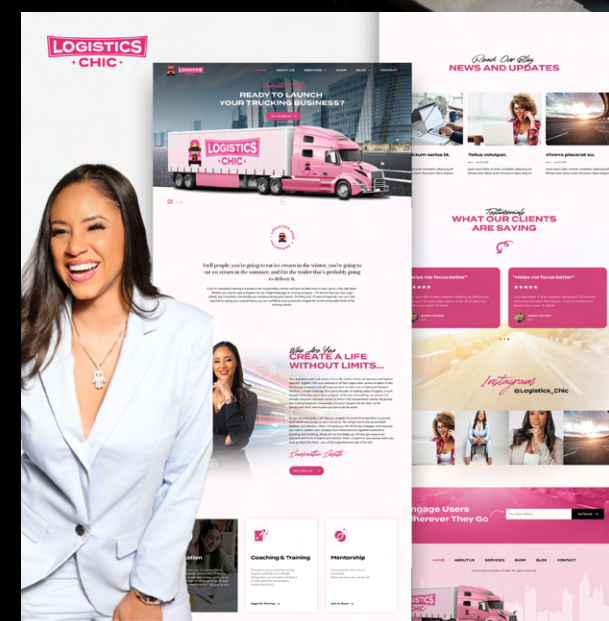
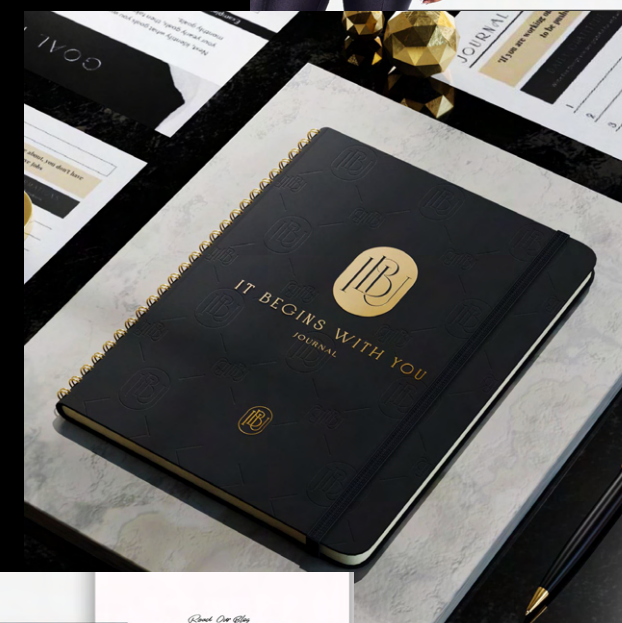
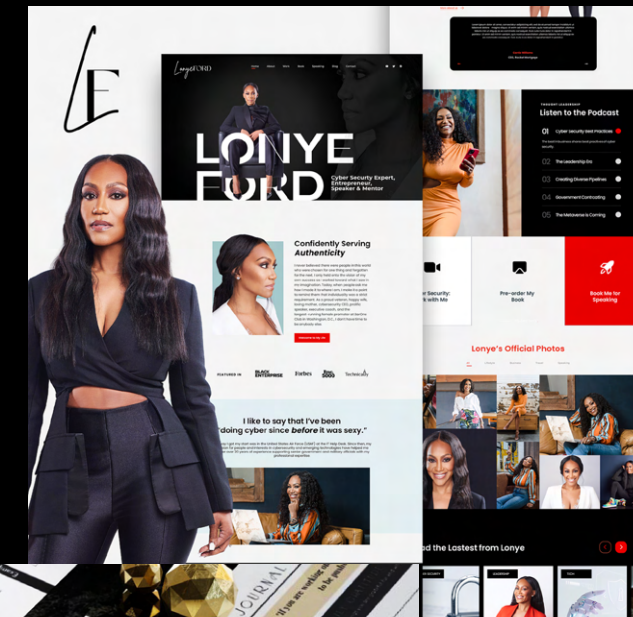
**- Isis Breanna Woods, Business Coach & Digital Marketing Strategist**

# Let's improve your performance through better storytelling.

The goal is to scale your reach and attract high-value clients. However, trust and influence is only gained through strategic communications. Storytelling is most powerful when business leaders truly understand its anatomy.

You're an excellent fit if you have:

- An established business, but require the right tools and action plan to level up your brand story
- A clear focus and mission, but need help delivering it to your audience
- A coaching mindset that is committed to the process, open to trying new approaches, and ready to take action



# The Founder



## Pauleanna Reid

is a trusted communications advisor, journalist, speaker, author, English professor and the founder and CEO of the WritersBlok.

## Her Motto

*If I can't share my dreams with you, build with you, pray with you, or get money with you – you're a distraction.*

The missing key to your business' success is a well-told story. [Click here to find out why!](#)





# The Team

## GHOSTWRITING TEAM



Sara  
Writer



Gloria  
Writer



Ashley  
Writer



Chloe  
Writer



Kibkabe  
Writer



Melissa  
Copy Editor



Courtney  
Copy Editor



Stephanie  
Copy Editor



Khwahish  
Copy Editor

## RESEARCH & DESIGN TEAM



Renee  
Research Analyst



Jihane  
Research Assistant



Raquel  
Research Assistant



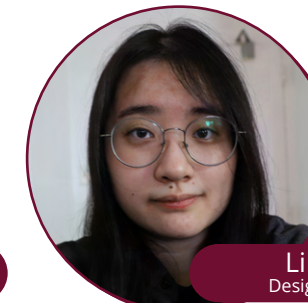
Seerlee  
Research Assistant



Naomi  
CGO




Cassia  
Designer



Lily  
Designer



Reena  
Community Manager



**Let's create  
something  
meaningful  
together.**

## **Get In Touch**

**Phone:** 647-280-2207

**Email:** Pauleanna@TheWritersBlok.com

**[www.thewritersblok.com](http://www.thewritersblok.com)**

As an advocate of children's literacy, every quarter, WritersBlok is committed to donating a percentage of our profits to a charity that we've selected for their immeasurable impact on our community.