

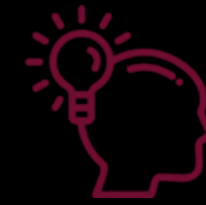
writersBlok

A FULL-SERVICE GHOSTWRITING AGENCY

Est. 2017



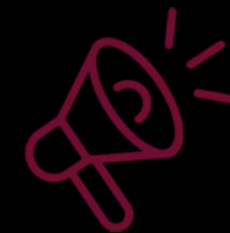
**We Help
Industry Leaders
Turn Their
Personal Stories
Into Brand Assets
So They Can:**



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.



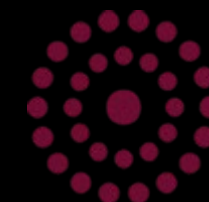
Your individual brand matters

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

Keynote address or speaking points for major presentations

Business Communications

Author business documents for internal and external audiences, including meeting summaries, company-wide emails, and proposals

Presentation Deck

Research content, concept development, and design

Book Proposal and Manuscript

Assist new authors with concept direction and development

Media Training

Deliver professional interviews, presentations and speeches with confidence and clarity

Crisis Communications

Prepare your business for emergency or unexpected events, including internal and external key message development

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.



"I recently hired WritersBlok to write 2 presentation/pitch decks for our UnCloned® Brand Ambassador and Licensing Program. I am so impressed with the final project. Pauleanna was very professional and timely on my project. It's very hard to meet companies that can meet deadlines and I must say that I will definitely be hiring them again because of my experience. If you want amazing customer service, professional service, and stay in the loop communication, you should definitely hire WritersBlok!"

Audria Richmond, Marketing & Launch Strategist, UnCloned Media, LLC



"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



"If you give presentations, interviews, or anything where you are addressing a lot of people, you need WritersBlok. Especially if you are like me who overthinks, over analyzes, and is nervous to hire people because they won't get it quite right. Pauleanna's team created my media kit which was beautiful and professionally done. It was just what I needed to represent me and my brand and set the bar of what could be expected when I presented. The speech WritersBlok wrote for me was educational and motivational to say the least. I have also leveraged various parts of the speech in podcast interviews, ebooks, sales calls, courses I teach, Instagram posts, any and everywhere. Their words have made it possible for me to truly connect and inspire my audience. I have made back the return on the investment, many times over. Connect with WritersBlok. Pauleanna is worth every penny. Remember, marketing is an investment in your business, people need to see you, understand you, and trust you."

Jhanel Wilson, Real Estate Investor & Developer



"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!"

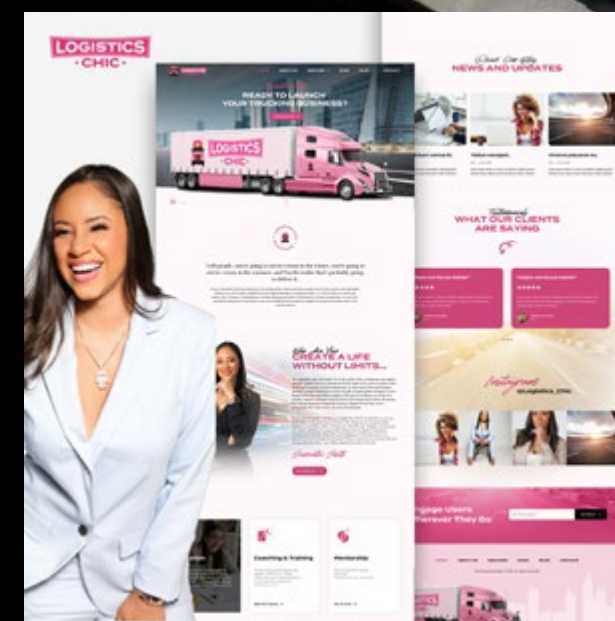
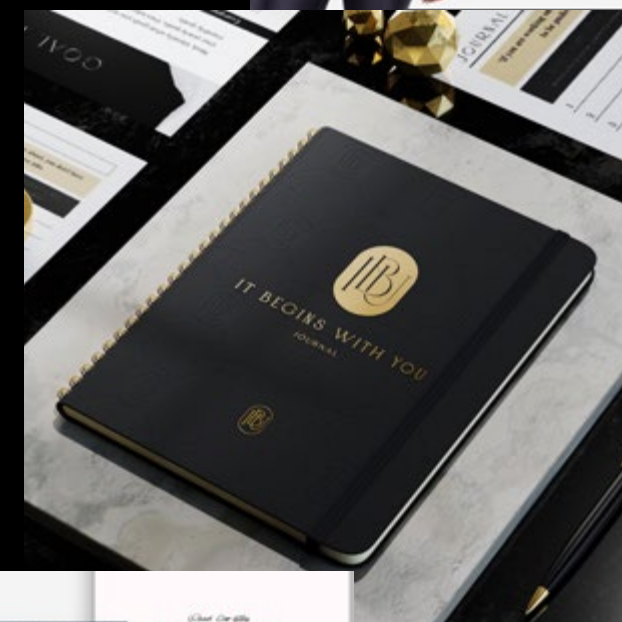
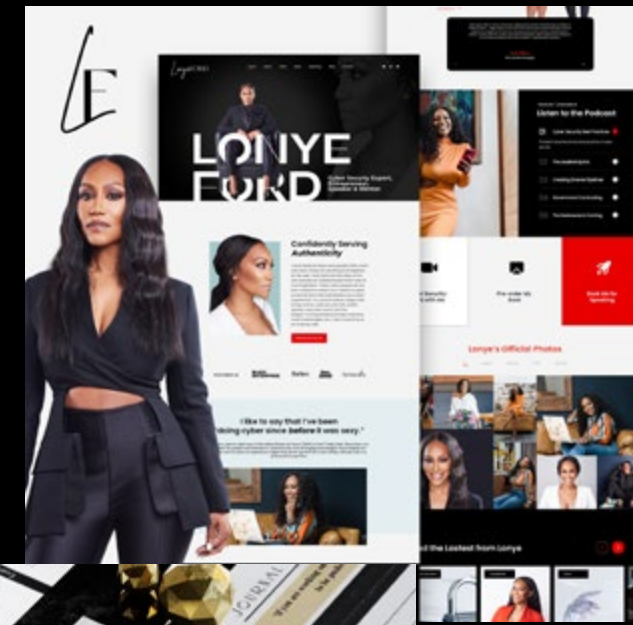
Isis Breanna Woods, Business Coach & Digital Marketing Strategist

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



Merisa
Writer



Sara
Writer



Shalisa
Writer



Olivia
Writer



Tanya
Writer



Eliana
Writer



Gloria
Writer



Ann Marie
Copy Editor



Melissa
Copy Editor

RESEARCH & DESIGN TEAM



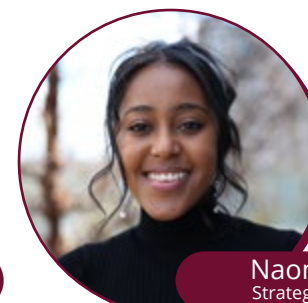
Dayna
Research Assistant



Raquel
Research Assistant



Seerlee
Research Assistant



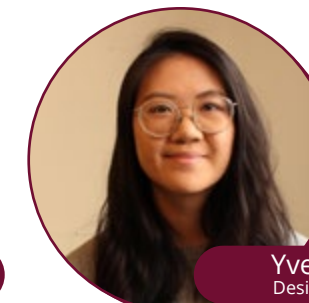
Naomi
Strategist



Cassia
Designer




Lily
Designer



Yvette
Designer



Reena
Admin Assistant



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

Get In Touch

Phone: 647-280-2207

Email: Pauleanna@TheWritersBlok.com

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.