Leigh Shulman Case Study

Transforming Writing Dreams into Reality

Client Profile

Alisa Mullaj is an English professor with a passion for writing. She had a book idea, but struggled with structure, character development, and point of view. She sought out Leigh Shulman for writing coaching.

Challenge

Alisa had previously published books but felt that her current project needed professional guidance. She was confident that she had a promising concept, but was struggling with being able to turn it into a coherent story. She also felt isolated in her writing journey and needed direction to bring her idea to fruition.
Conclusion

Leigh Shulman's coaching empowered Alisa to overcome challenges and transform her book idea. Her writing journey shifted from uncertainty to a clear path with a well-structured narrative. Through Leigh's guidance, Alisa found the support, direction, and confidence she needed to make her writing dreams a reality!

Approach

Alisa discovered Leigh Shulman's services through online research and decided to engage with Leigh’s writing community for support, encouragement, and mentorship.

Result:

- Leigh provided a structured approach, focusing on character development and storytelling techniques.
- Alisa's confidence in her writing increased as Leigh's encouragement and belief in her work grew.
- Leigh's continuous feedback and suggestions improved Alisa's writing productivity and success.
- Alisa's fragmented draft became a more cohesive and engaging narrative.
- Alisa recognized that without Leigh's support and enthusiasm, her book wouldn't have progressed as far as it did.

“Before it was just a pipe dream and there was no light at the tunnel, and now I can actually see a light, even though it's still a little bit far away. She's actually making that dream come true!”