

## 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.



## 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!”*

---

## 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!