

Leigh Shulman Case Study

# Unlocking Focus and Purpose - Creating a Structured Writing Roadmap

## Client Profile

Dorothy De Souza Guedes is a freelance writer and editor with a background in journalism. She has experience in various communication-related roles and is passionate about writing for non-profits and working on personal projects, including family history research. She sought out Leigh Shulman for writing coaching.

## Challenge

Dorothy faced difficulties stemming from a lack of focus in managing her diverse writing tasks and determining her priorities. As a freelance writer, she struggled with maintaining accountability for her goals and translating her ideas into consistent action. The complexities of managing volunteer work, family history research, and multiple freelance projects created hurdles in both time management and sustaining concentration.





## Approach

Dorothy sought assistance from Leigh Shulman to tackle her challenges and attain her objectives. Leigh's approach entailed a structured roadmap for focused writing efforts, integration into an accountability group for support, and a balance of genuine encouragement and thoughtful guidance that resonated with Dorothy's needs.

## Result:

- The roadmap process helped Dorothy identify areas of focus and prioritize her writing projects, leading to increased clarity and direction.
- Joining Leigh's writing group offered Dorothy the accountability she needed to consistently work on her writing goals and celebrate her achievements.
- Dorothy shifted from a scattered approach to writing and found a sense of purpose by focusing on meaningful projects aligned with her interests.

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*“Leigh's authenticity and kindness shone through, offering genuine support. Her roadmap and accountability group kept me focused and celebrating milestones. Guidance sans pressure let me concentrate on my writing journey”*

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## Conclusion

Dorothy's experience showcases the invaluable benefits of Leigh Shulman's writing services. Through personalized guidance, accountability, and a supportive community, Dorothy transformed her writing journey from scattered to focused and purposeful. Leigh's authentic approach, dedication to her clients' success, and ability to provide guidance without pushiness have contributed to Dorothy's growth as a writer.