

## Leigh Shulman Case Study

# A Transformative Journey - Carving a New Writing Path

## Client Profile

Kathleen Evans is a former media sales professional who decided to embark on a new career as a writer after moving to Costa Rica. She sought to reinvent herself as a writer, working remotely and independently. Despite being new to the world of writing, Kathleen aimed to write a book and explore opportunities in the writing industry. She engaged with Leigh Shulman for writing coaching and support.

## Challenge

Kathleen struggled with a deficiency in writing experience, lacking the essential knowledge and skills required to compose a book and carve out her identity as an author. She yearned for direction, motivation, and a framework to surmount her uncertainties. Bolstering her self-assurance emerged as a pivotal hurdle, as conquering the dread of unfavorable evaluations and critique proved indispensable for Kathleen's evolution as a wordsmith and for her to foster unwavering faith in her capabilities.



## Approach

Kathleen teamed up with Leigh Shulman to conquer her challenges and achieve her objectives. Leigh's approach encompassed encouraging Kathleen's initial steps, providing expert guidance on book writing and character development, aiding in realistic goal setting, boosting Kathleen's confidence through constructive feedback, and fostering a personal connection through in-person retreats and online meetings.

## Result:

- Kathleen successfully transitioned from her media sales career to becoming a professional writer.
- With Leigh's guidance, Kathleen went from a complete beginner to a published author. She began writing articles for International Living, showcasing her growth and accomplishments. Leigh's encouragement and patient guidance helped Kathleen overcome self-doubt and become a more confident writer.
- Kathleen became more productive in her writing endeavors, setting and achieving writing goals with Leigh's support.

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*“Working with Leigh was enjoyable and fun, making the writing process engaging and inspiring, especially when working with a beginner like me.”*

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## Conclusion

Kathleen's experience with Leigh Shulman's writing services showcases the transformative power of personalized coaching and support. Through Leigh's guidance, Kathleen successfully transitioned her career, published articles, and gained the confidence to embrace her identity as a writer. Leigh's positive, patient, and encouraging approach played a pivotal role in helping Kathleen overcome challenges and achieve her writing goals.