

CINDY DAWN

WRITING PORTFOLIO

22+

**PUBLISHED
AUTHORS**

***MAKING A
DIFFERENCE***

***Ghostwriter
Book Doctor
Strategist
Coach***

Welcome



Sample Writings
for Books

Sample Writings for
Articles / Blogs
Social/Websites



Testimonials

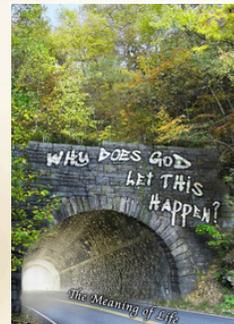
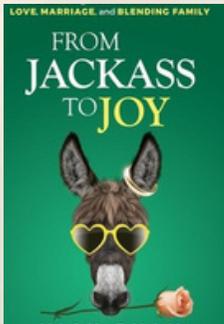
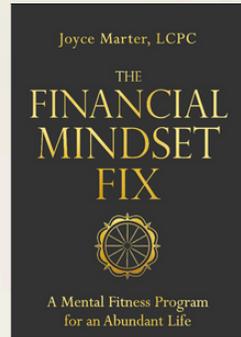
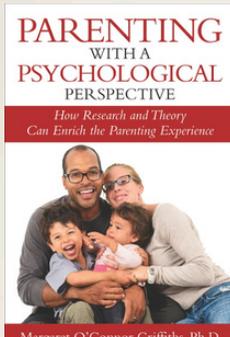
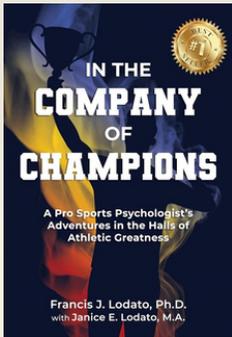
Meet Cindy



NONFICTION
BOOKS

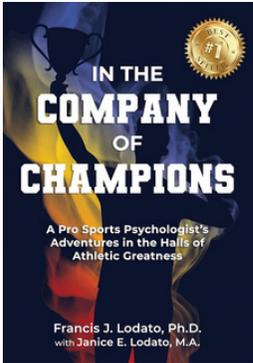


MENTAL HEALTH AUTHORS



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Author, Francis J. Lodato, Ph.D. with Janice E. Lodato, M.A., Project Manager, Author

Cindy's Role: Book Doctor & Strategist

STEP 2

THE GAME PLAN – ALWAYS ADD VALUE & MORE VALUE

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#### DOC FRANK'S LESSON

#### 6 PRINCIPLES FOR STRONG WORK ETHIC

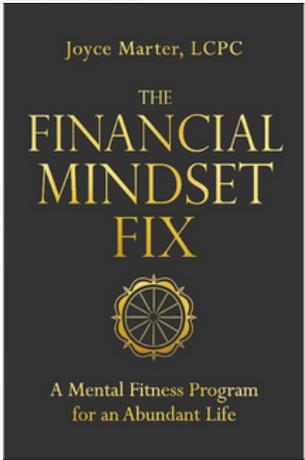
Success can be measured in many different ways. To some people, achieving success is defined as possessing the wherewithal to live in an expensive neighborhood, sending children to private school, taking vacations every spring with frequent interludes to Europe, and always traveling business or first class. Others see that success involves power over other people, control of a company's destiny, invitations to the White House, and never missing an opportunity to pose for an open lens. And still others believe success is the result of hard work which is truly satisfying.

This work ethic is exemplified in the athletic careers of many men and women. This group is our focus. Their type of success can be seen in athletes who play even what can be mistakenly considered a minor role, but still contribute to the success of the team. In football, offensive linemen exemplify those who do an outstanding and important job, and who receive little praise or recognition. They are the straws that stir the drink. Many fans do not even know their names. Nevertheless, without them little, if any, success is possible...

Let's look at Geordie Kinnear. He played most of his career in Albany, New York, and worked as an assistant coach there with the Albany River Rats. He exemplifies the ideal work ethic. As a player he brought the same intensity to practice as he did to games. As a coach he does the same. He is fiercely competitive, aware of the complexity of his role on the team, and capable of being an outstanding leader, loyal and honest.

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Author, Joyce Marter, LCPC  
Speaker, Business Woman, Counselor

Cindy's Role: Researcher, Interviewer,  
Content Curator & Organization,  
Persuasive Writing & Editing

This Table of Contents depicts the material created for an overhaul of client's book proposal. The client's agent sent the original proposal to 20 publishers and all said "no." Working with the client on the overhaul resulted in an entirely new presentation of the book. The agent sent it to 20 original publishers, plus 20 more. The client received six offers, narrowed it down to two for negotiations. It will be launched in Summer, 2021 by a major book publishing company. Yay!

**PROPOSAL TABLE OF CONTENTS**

- SALES HANDLE – P. TK
- ABOUT THE AUTHOR – P. TK
- OVERVIEW – P. TK
- BOOK TABLE OF CONTENTS – P. TK
- COMPS - P. TK
- MARKETING AND PROMOTION – P. TK
- SAMPLE CHAPTER – P. TK
- CHAPTER SUMMARIES – P. TK
- APPENDIX – P. TK
- MORE ABOUT THE AUTHOR – P. TK
- SPEAKING ENGAGEMENTS – P. TK
- ABOUT THE GRAPHICS – P. TK

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Author, Dr. Carol Clark  
Counselor, Sex Therapist & Educator  
Intersection of Spirituality & Science  
Cindy's Role:  
Book Strategist & Book Doctor

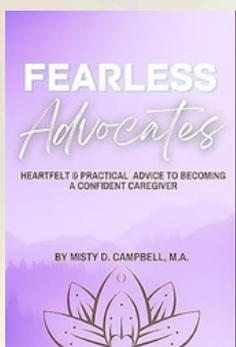
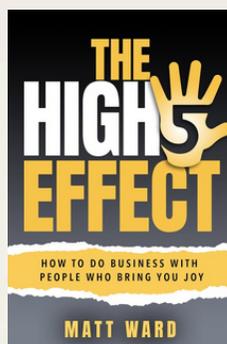
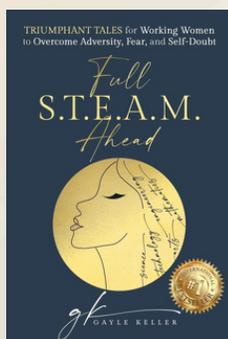
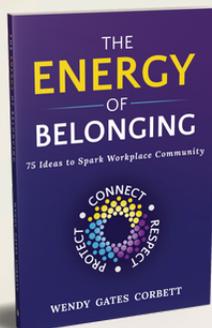
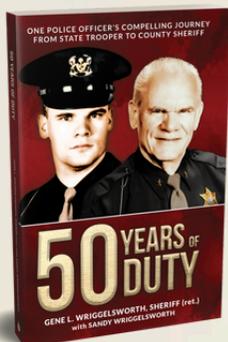
## WHY AM I WRITING THIS BOOK?

Since I was a child, I have felt that all of us are bombarded with this question over and over again, by media, family, friends, and neighbors. On one occasion, my parents were driving my sisters and me to visit our grandmother in New Jersey. As I looked through the window, I saw the question graffitied on a bridge overpass, "Why does God let this happen?" I overheard it in a conversation between my mother and a friend while they were in the kitchen discussing a child's cancer diagnosis. I heard it on TV when newscasters were at the scene of a fatal accident. As a therapist, my clients ask the question because they suffer, and they look to me to ease their pain with an answer that gives them something to hold on to, or a way to find meaning in life.

"Why Does God Let This Happen?" Most of us ask this question sooner or later in our lives, usually when something so unimaginable, so horrendous, or so unfathomable happens that we just can't wrap our heads around it. We ask it when something just doesn't make sense, and we look outside ourselves for an answer. We say, "There has to be a reason!" but how could there be a reason for such undeserved pain? How could there be a reason for something so terrible happening to innocent children, to people already suffering around the planet, to us? So, we ask, "Why does God let this happen?" We ask because our human reaction is conditioned to believe "someone must be responsible," and God has all the power.

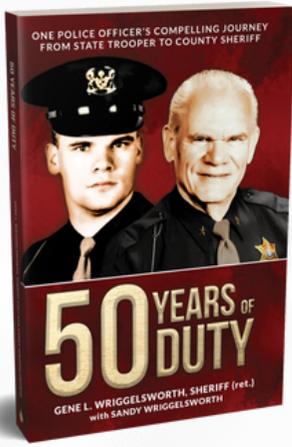
If you don't believe in God, a Supreme Being, or any other Higher Power, I will share how I've come to realize that science and religion really do intersect. They are not mutually exclusive, and it is completely possible to explore how to find the meaning of life through either concept. I understand that this is a big ask since we all tend to be ingrained in either camp, but to get to the root of my findings and possibilities, I ask that during this read, you remain curious, open, and willing to shift perspective just a bit to consider the possible.

# INDUSTRY PROFESSIONAL AUTHORS



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Author, Gene L. Wriggelsworth  
Sheriff (ret.) Ingham County Michigan

Cindy's Role: Ghostwriter, Interviewer,  
Researcher & Book Strategist

#### CHAPTER 4 - WHO ARE THE PEOPLE IN YOUR VILLAGE?

In our lives, our paths lead us to different experiences and purposes. We meet all types of people, and we hold dear the lessons we learn from extraordinary people. They say, "People come in your life for a reason, a season, or a lifetime." Each encounter we have, we can take something with us that teaches us something new, offers a new perspective, or opens us up to possibilities.

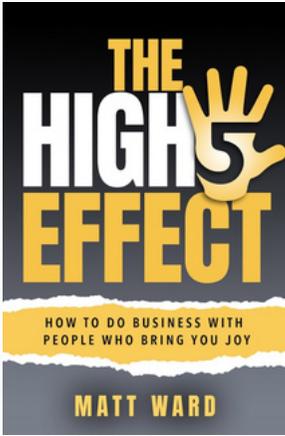
Who are the people who contributed to who you are today? Everyone touches our hearts in some way or another. As I remember all these people who made such a difference in the person I have become, I'm overwhelmed with gratitude. I'm fortunate to have worked with a lot of good people. I could not have done my job without them, and that is why they are my "Village." Thank you to all the people who made my life and career a momentous success.

#### ACTIVITIES FOR CHAPTER 4

1. It Takes a Village. Who are the people you consider members of your "Village?"
2. Write a List. To determine the members of your "Village," write a list of people in the following capacities:
  - Personal Life
  - Family
  - Friends
  - Neighbors
  - Vendors
  - Townsperson (first responders, village officials, teachers, doctors, etc.)
  - Professional Life
  - Co-workers
  - Employers/Executives
  - Bosses/Supervisors/Team Leads
  - Coaches/Mentors/Sponsors
  - Vendors
3. Give Thanks. Have you ever considered saying, "Thanks for being a part of my Village. This is how you have helped shape me into the person I am today."

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Author, Matt Ward  
Professional Speaker & Entrepreneur

Cindy's Role: Ghostwriter, Book Strategist, Art Director

## CHAPTER 1 - THE CLIENT ACQUISITION HIERARCHY OF NEEDS

### You've Opened Your Business! Now What?

When we open our businesses, we do feel joy, we love telling everyone we know, "I have my own business now!" Do you remember that day? Do you remember how excited you were? I remember that excitement. Even though, others couldn't see it, we clearly saw the vision to our newly found access for more flexibility, time, and money. Of course, we assumed it was going to automatically happen. "Print the business card, launch the website, and immediately, the phone will ring. And I'll break the internet with the emails and orders that will come in. Ha! If it were only that easy!" ...

I promised myself that in any future business I would focus solely on building a business filled with clients, business partners, referral sources who brought me more time, flexibility, money, and JOY!

It's time to evolve. Let's look at ways how we can improve your business. It's time to assess the state of your business.

### Assess Your Business

The following questions are for your review and consideration. The full list of questions is in the back of the book under the WORKSHEETS section. You are welcome to do these now or later if you wish.

1 = Lowest Rating

2 = I'm not failing, yet

3 = Decent

4 = Good

5 = Great & Joyful

- On a scale of one to five, where do you rate your business?
- Are you happy with your clients? Meaning, do you want to keep them?
- Are you frustrated with your clients? Meaning, would you like to see some of them move on?
- How much joy do you experience in your business?

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skin  
deep

Demystifying Skin Care  
Solutions to Achieve Healthy,  
Glowing Skin

Samantha Dench  
THE SKIN DIPPER

Author, Samantha Dench

Cindy's Role: Book Strategist, Book  
Doctor, Editor, & Art Director

40 | Skin Deep

#### Ultrasound

Frequency: 4 weeks

**Purpose:** Enhances product penetration, gently exfoliates the skin and removes superficial blackheads (especially on the nose).

**Process:** High or low frequency devices, which are safe to use.

**Benefits:** I do an ultrasonic facial in my spa when a client has thick skin or a lot of dead skin build-up. It really helps reduce the discomfort level during extractions. A soft, gentle vibration disrupts the skin to allow product penetration.

**Caution:** Facemakers are contraindicated.

#### The Skinny from Samantha

I have ultrasound treatments during the facial. For clients with a bit of oil in their pores, it removes the oil to make extractions easier and less painful for the client. It can also gently enhance product penetration. I have used ultrasound in both the mid-spa and my own spa. It is very relaxing and offers a gentle vibration on the skin to exfoliate and penetrate.

44 | Skin Deep

needs eight hours of sleep to repair and renew itself. After 10pm, the body repairs itself any later, and the repair time is decreased. Like deep breathing, washing the face before bed is just as important as the required number of hours for sleep. The skin cannot properly repair itself when it is caked with makeup, dirt, oil and sweat. When you forget to wash at night, it accelerates the aging process, damages the skin and creates clogged pores, which lead to breakouts.



1. Wash with cleanser in the morning and the evening. A splash of water does not clean well enough.
2. Use clean cloths so that the dirt from the previous use does not return to the face.
3. Be sure to wash the entire face, especially along the hairline. Hair products clog the skin and can result in little white bumps.
4. Rinse thoroughly. Residual cleanser can lead to build-up and develop bumps or blackheads.

#### Responses to Questions #4 & #5

##### The Proper Facial Cleanser and Exfoliator

There is a plethora of cleansers on the market. Gel, foamy or creamy cleansers work to treat different skin types. Some even have scrubs within the cleanser. The wrong cleanser strips the skin of natural oils, dehydrates it or creates sensitivities.

- Gel cleansers are good for acne or oily skin types.
- Foamy cleansers are great for oily to normal skin types or drier skins in the summer when the weather is humid.
- Creamy cleansers work for dry skin and even normal to oily during the dry winter months.
- There is no need for the cleanser to include scrubs or exfoliant.
- Most over-the-counter (OTC) facial cleansers contain irritating ingredients or exfoliation scrubs or glycolic acids.

#### Chapter 3:

### Proper Methods and Products for Cleansing, Treating and Moisturizing

The skin is the only organ that sees daylight. In addition to constant exposure to dirt, environmental pollutants and toxic ingredients, it is stripped, pulled, tightened and caked with makeup daily. If you think about all that the skin goes through from day to day, it is easy to recognize it as a remarkable organ. Taking care of our skin is very important. The number one client rule in my spa is the 12/353 rule. Throughout the course of a year, 365 days, I see my clients 12 times a year for facials, and I do not see my clients for the remaining 353 days of the year. That means how they care for their skin on those 353 days is what makes the biggest impact on their appearance.



What are you doing on 353 days of the year?  
Washing two times per day! Right?

Are you someone who falls asleep on the couch, gets tired at night, or you just don't feel like doing one more thing? After a long day, it's easy to forget to wash the face and climb right into bed to catch some z's. However, washing your face before going to bed is the single most

Proper Methods and Products for Cleansing, Treating and Moisturizing | 45

#### SABRINA'S STORY

Let's face it. Whether a mom, career woman, or both, we are busy. No matter the type of work we do, stress, lack of sleep, eating on the go, caffeine intake and hormones do not treat our bodies kindly on the inside, nor the outside. Does this sound like you? It happens to all of us. Meet seriously busy Sabrina.

After a crazy week, the mirror reflects all the points of the big dipper on her pretty face. Wearing a cape, Sabrina dashes to the store to buy an acne cleanser and save the day. She grabs the bottle that stands out the most and screams "helps control breakouts." A sigh of relief escapes as she quickly glances at the front label and notices "bonus scrub" or "glycolic acid" or "salicylic acid." "That should do the trick!"

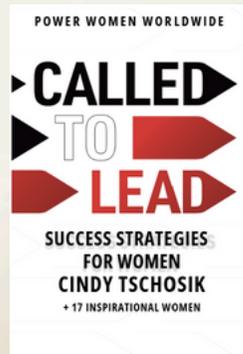
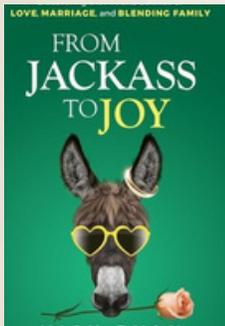
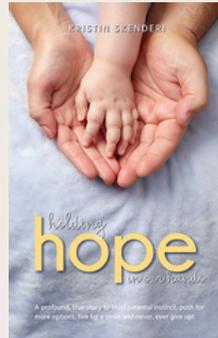
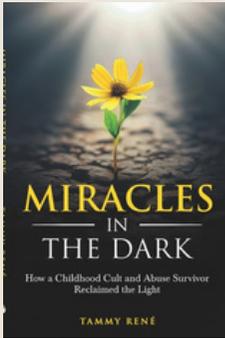
Immediately, she zooms back home, washes and commits to the right regimen - cleansing both morning and night. A few days later, the little dipper appears next to the big dipper, her face is sensitive and now even drier. After six weeks or so of this constant battle, Sabrina gives up and finds her local, trusted and licensed esthetician referred by many friends. She makes the call that will change everything. For her appointment, she brings all the products she is currently using.

#### What happened? Here's the Scoop.

Applying a product to your skin with known skin irritants or with exfoliation ingredients is too much for your skin. The skin disagrees with that product and the skin becomes:

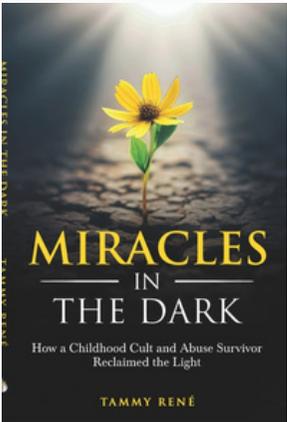
- stripped and compromised
- dry because it is no longer able to retain moisture
- filled with microtears which allow bacteria, dirt, environmental toxins and UV rays to enter our skin
- unable to penetrate the skin barrier and enter the bloodstream, which also supplies our skin cells in the dermis
- a pathway to compromise the internal body system
- excessively dry and rapidly losing moisture because the skin can't keep up

# SURVIVORS & THRIVERS AUTHORS



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Author, Tammy Rene  
Speaker, Podcast Host, Educator  
Memoir  
Cindy's Role:  
Book Strategist & Book Doctor

### Chapter Two - Tidal Wave

“And ye shall know the truth, and the truth shall make you free.” (John 8:32)

My 30th birthday came and went and for the first time in my life I was mostly feeling good about who I was or at least who I thought I was.

My husband, Dan, and I had a full life with our five children, Chance, Lori, Shane, Cali and Amy. Dan and I met at college thirteen years earlier. He was tall and handsome, and we clicked right away; I loved being with him and felt a freedom to be myself I never had before. After a year of dating, we postponed college and married in the fall of 1979. Dan's parents and brother easily welcomed me into the family, and we moved to his hometown to start what looked like an adult life.

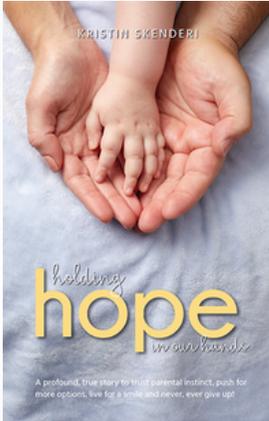
The first years of marriage had their struggles; I had to learn to express myself without anger. We both worked on being compassionate through the bad moods, listening when we would rather be doing something else, and figuring out how to merge our individualities...

I wanted to be the perfect mom and create the perfect home for our family. The thought of failing my children would almost suffocate me at times. I studied other families at our church, looking for keys to help me give my children the best life possible. My life-long struggle with a poor self-esteem pushed me to study about ways to help my children with theirs...

Now, the unanswered questions snuck past the guardian and meandered into my thoughts... It started on my 31st birthday. Dad called to wish me a happy birthday. Dad asked the question that sent me into a tailspin: Could Chance stay with him next summer to celebrate his 12<sup>th</sup> birthday? My stomach dropped. Nope, I just could not say yes. The thought of Chance alone with Dad started a tidal wave that slammed against the barrier between me and my parents. My eyes opened to a deep chasm inside me that separated my current life from the life I grew up in. The thought of building a bridge to span the abyss came to mind for a moment, then disappeared; but the barrier was thinning.

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Author Kristin Skenderi,  
Hero Mom

Cindy's Role: Book Strategist, Book  
Doctor, & Art Director

## Four

“Great things are done by a small series of small things brought together.”

-Vincent Van Gogh

70 | Kristin Skenderi

the person who I love most in this world. I can't help it. I'm terrified, and I feel like I'm going to fall apart. I have to prepare for the worst and hope for the best. The sooner the hard part happens the closer we are to this being over. As I walk back to the apartment for my daily shower, I start thinking that it really isn't fair that this little human being has to go through something so horrific.

My parents visited this week, and it couldn't have been better timing. Having to watch my baby go through chemo is not easy. It is 4<sup>th</sup> of July this week, and we can take Nixon to the corner room of the floor and watch fireworks out the window. But Oz and I both need a break. The only time we ever leave his hospital room is to shower, to get food, or to take a walk. We went to pick up some groceries, had a drink together and just talked about how this was not the life that we mapped out for ourselves. But while we were gone, we couldn't get back there fast enough. I want to be with him every second. I want to switch places with him. I wish it was me and not him.

3 days till T-Day...

Week 4: July 6, 2014

This is it. Transplant week! It's Monday, and Nixon is receiving the heaviest dose of chemo, yet. This is the final dose of chemo he will ever need, and of course, he is handling it very well. Today he stopped eating because of the mucositis. He has sores and a bunch of buildup in his mouth that looks like slime. This is brutal. He also has started to throw up stomach lining, and he screams in pain to the point to where he turns blue and then chokes on his saliva.

They gave him some lorazepam last night to calm his stomach from nausea. I remember that the family in Florida told us that it would be our best friend through this whole process. I just

Week 1: Father's Day, June 15, 2014

I have to say that the "Father of the Year Award" definitely goes to my husband on Father's Day. In two weeks of flurry, he packed up our life and drove everything we owned to Pennsylvania on Father's Day. As if that wasn't enough, he didn't even get to spend his first Father's Day with his son. Amazing sacrifices made for a chance to save Nixon's life. This is the true meaning of a great dad. Late last night, Ozzie made it to the housing complex provided by the hospital. He unpacked the car and began to make a comfortable home for us. This morning, my mom, Nixon and I arrive. As I walk in through the front doors, I marvel at my surroundings. I can't believe how nice this place is for families to live while enduring such difficult experiences.

As I walk off the elevator, I notice a picture hanging on the wall. It reads,

*"This is the house where families meet to continue their*

holding hope in our hands | 11

kept holding him and telling him how sorry I was. Tuesday is supposed to be a "rest day" before the transplant, but instead, he receives one medication after another to prepare him for the big day. He is still smiling and playing, but you can clearly tell that the days of chemo are really starting to take a toll on him. Tomorrow will be a new beginning. He will receive his new stem cells and will be starting over. I feel like it is the night I went into labor because the next day I brought a new life into this world.

Transplant Day, Wednesday, July 9, 2014

The day starts with Nixon getting pre-medicated. Then, his nurse brings in what looks like a bag of blood, but it isn't blood; it is the stem cells; these were the best match that they could find. That bag is the most important thing in my world at this moment. That bag is the possibility of my son's chance at this life. I can't keep my eyes off it.

In preparation, the nurses double and triple check Nixon's social security number, birthdate, blood type, blood type of the donor, etc. It seems really serious, and I am glad that they take it so seriously. The cord blood is run over about one-hour into his brovic central line. The nurse stays in the room the entire time to watch him, and Dr. Mark keeps peeking his head in every fifteen minutes to make sure all is okay. Ozzie takes out the video camera as we feel it is something that we need to remember. I know one thing that I will remember is creamed corn. The entire room smells like creamed corn, and we were told that every time a transplant happens that is the smell. Not sure why or how, but it is. Besides having a little fussiness, Nixon breezes through the transplant process. No fever or high blood pressure. He did great! After it was over, he rests comfortably. I'm still completely baffled and in shock that my son just had a stem cell transplant today. It seems surreal, but that's it! All of this for one little bag that takes one hour? What a breeze! This,

**BLOGS**

**ARTICLES**

**BROCHURES**



Client: Tech Security Manager

PUBLISHED ARTICLE

Cindy's Role: Required Research, Client Interviews, Documentation Analysis, Translate Tech Speak



## Data Security: Internal & External Risk Factors

Published <https://creditunionbusiness.com/data-security-internal-external-risk-factors/>

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## Data Security: Internal & External Risk Factors

CREDIT UNION BUSINESS

January 19, 2016 • No comments

★★★★★ 5 (1 votes)

BY BRIAN BERGLUND

*Are your credit union's data security measures up to snuff for 2016? If last year is any indication, the financial industry needs to be on high alert for breaches, both internal and external. There are four major data leak points that your CU should be focusing on. Find out what they are.*

Nearly every industry from A to Z, including healthcare, the IRS, hotels, prisons, universities, retail, credit agencies, the FBI, brokerage firms, pharmaceuticals, national security/surveillance and, yes, financial institutions, has been impacted by data breaches at some point during the past year. Unfortunately, 2015 ends with the all-time high of 732 data breaches exposing 176,325,059 records.<sup>[1]</sup>

According to Paul Ausick from 24/7 Wall Street, as of mid-December, 66 breaches occurred in the banking/credit/financial industry. These breaches exposed more than 5,000,000 records, which is nine percent of the total number of breaches for the year and 2.9 percent of the records exposed.

With the turn of the new year, it is no surprise that companies are on alert. They are ramping up their data security from both inside the company and from outside hacker sources.

Security risks and attacks occur in many forms, both internally and externally. Cyber attacks, phishing (social attacks) and malware are the largest threats from outside the company, as experienced recently by the following businesses.

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**Want to read the rest? This content is for registered members only.**

Client: Merrett Davies

PUBLISHED ARTICLE FOR ORGANIZATION

Cindy's Role: Required Research, Client Interviews, Content Organization, Drafting, Writing, Editing

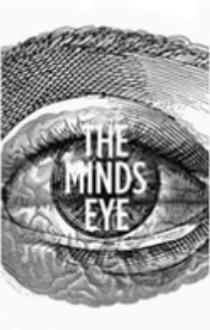


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## BLOG

### SHIFTING THE PARADIGM

Posted by Anne Phelan on Apr 5, 2016 in *Achieving Your Goals, Uncategorized* | No Comments



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#### Life Change

"The eye sees all, but the mind shows us what we want to see," William Shakespeare eloquently states what is not always obvious. A great example of this appeared in last month's article that referred to Europe as a "country". Well, we all know that is incorrect. The eyes saw that error but the mind didn't register. We see what we want to see, often missing things right in front of us. When was the last time you stepped back and thought about looking at things differently and changing something in your life? How often have you tried to change something and given up because it's just too hard?

#### Subconscious Thoughts Rule Behaviors

From the day we are born, thoughts, images, ideas, and beliefs are impressed upon our subconscious. These subconscious beliefs or paradigms start in childhood and are shaped by our gender, our family, our geography, our religion, our schools, our friends, our language, and our culture. There are multiple influences that add layer upon layer of belief until we don't even realize that every moment of every day we are thinking through filters (paradigms) that were, in effect, created for us by everything around us.

Because paradigms drive our behaviors on a daily basis we are rarely consciously aware of them, yet they shape and create our habitual way of thinking. We make assumptions and reach rapid conclusions as the information we take in through all of our senses is filtered through our paradigms.

#### Shifting Our Paradigms

Due to the fact that they are ingrained in our subconscious, paradigms are very hard to shift. First of all, we have to notice our thoughts and acknowledge that making changes will be advantageous to reach our goals and dreams. Bob Proctor of the Proctor Gallagher Institute says, "We are really in charge of what we feel. If we want to change something, we can. When we decide to change, we have to change our paradigm. To change the paradigm, we repeatedly change the thought process." Repeating the new thought again and again over a long period of time will change the paradigm. It takes conscious effort and persistence but the resulting changes will pay off big time.

#### Set the Goal! Design Your Future Roadmap!

But, where do we begin? Start with the first step – make a decision to change and set the goal. When we visualize that change, we can claim it and motivate ourselves to move towards it. When the going gets tough, redeclare the goal, get reinvigorated, repeat the desired changes to our thought processes and keep on keeping on. Easy? No, not one bit.

Oftentimes, you need a nudge to propel you forward. Many say, "I can do it myself," and several days later, they return to their old habits. Why? It takes 21 days to form a habit, and longer if that habit has been ingrained for a lifetime. When we are challenged by change, a coach can often bring the idea of a "3rd eye." Our two eyes see what we want them to see, the 3rd eye lets us stand back and observe a bigger picture. Success happens when you start to see your challenge in new ways and recognize new solutions. Going solo prolongs reaching the goal. Self-motivation comes and goes and often isn't enough to reach the goal alone.

When you decide to change, set yourself up for success. Be sure you find a [coach](#) that is the right fit! Determine the change, set the goal, map the course, and execute. Along the way, your coach will provide fresh perspective, guide you through a productive process, give encouragement, be an excellent sounding board and join you as your co-pilot on your journey to greater success!

# Client: Fertility Nurse Specialist & Therapist

## TRI-FOLD BROCHURE

Cindy's Role: Required Research, Client Interviews, Content Organization, Art Director



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| <h3>What is Fertility Coaching?</h3> <p>With 21 years of infertility nursing experience, Connie Stark, RN, CFC, understands the science, medical procedures, emotions, and personal goals people experience when faced with their fertility challenges. As a Fertility Coach, Connie helps people begin a clear vision through the ups and downs on the pathway to parenthood. Through a personalized 3-Phase Plan, Connie helps individuals and couples prepare the body and mind for pregnancy by achieving optimum health and wellness.</p> <p><i>"I want my clients to know that when faced with challenges, they can still enjoy life. Sometimes, you need to have someone help you through it."</i> - Connie Stark</p> <p>Connie's nursing experience includes 5 years in women's health and 16 years in reproductive medicine. Throughout her career, she has advanced the patient benefits that improved outcomes from ending reproductive assistance. Connie's focus is to fully support each person with compassion, encouragement, knowledge, strategies and track throughout the fertility journey, all while keeping the patient at the forefront.</p> <p>Connie's team approach to working with patients, doctors and reproductive centers is to promote health and wellness as part of the standard protocol followed to achieve pregnancy. Through collaboration and collaborative partnerships, patients receive high quality care that supports their fertility treatment, emotions and health.</p> <p><i>"I want my clients to know that when you are in child, there is life. You have to tap into it and have someone help you through it."</i> - Connie Stark</p> | <p>Connie Stark, RN, CFC, is an award-winning, Registered Nurse certified in reproductive medicine, a Fertility Coach and the founder of A.R.T. of Wellness, PC. With more than 21 years as a reproductive medicine and RN nurse, her passion for the most compassionate fertility nurse practices for both solutions, experience and knowledge to help those struggling with infertility.</p> <p><b>EDUCATION</b><br/>Registered Nursing Degree, St. Joseph College of Nursing<br/>B.S. Health Administration, University of St. Francis</p> <p><b>CREDENTIALS &amp; AWARDS</b><br/>NIC Board Certified Reproductive Endocrinology &amp; Infertility Nursing<br/>Certified Professional Coach<br/>Board Certified Professional Nurse<br/>Certified Program Childbirth Educator<br/>Awarded Fertility Nurse of the Month by Fertility Authority Magazine 2012</p> <p><b>ASSOCIATIONS</b><br/>Nurse Science Program (NSC) - The National Infertility Association<br/>American Society for Reproductive Medicine<br/>Professional Reproductive Nurses Association Chicago<br/>International Nurses Association</p> <p><b>Whether you are at the beginning, middle or end of the journey, Connie will help you to take the next step you need. First consultation is complimentary.</b></p> <p><b>Contact us to learn more about how we can help you today (872) 508-5426.</b></p> <p>CONNIE STARK, RN, CFC.<br/>Fertility Wellness Coach<br/>872-588-5426<br/>Connie@FertilityWellnessCoach.com<br/>www.FertilityWellnessCoach.com</p> | <p><b>BALANCE YOUR MIND &amp; BODY</b></p> <p><b>A.R.T. OF WELLNESS</b><br/>MEDICINE • REPRODUCTIVE • BIOLOGY</p> <p><i>Healthy Living for Your Fertility Journey</i></p> |
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### Services for Doctors & Reproductive Centers

As a nurse for 20 years in women's health and reproductive medicine, Connie Stark, RN, CFC, helps the patient-physician relationship, nurses, medical staff and reproductive centers. Adding health and wellness to the standard of reproductive medicine, ensures the patient understands the importance of being a life of optimum wellness to support their fertility journey. Connie's team approach helps all parties support the patient in every possible way to bring them back health and wellness in order to support their fertility journey.

**The A.R.T. of Wellness Programs provide the following benefits:**

- Provide partnership with doctors, nurses, clinical staff and centers to provide supplemental support to aid the support of patient health and wellness, as a piece of the medical protocol.
- A personalized 3-Phase Health & Wellness Plan provided to each patient to achieve optimum health and wellness in order to best prepare the mind and body for treatment.
- An increased positive personal experience by the patient by having an wellness needs to promote positive outcomes. Being collaborative with patients overall in local, clinic and online.
- Encourage the patient to understand the process, requirements and the opportunities to further support their treatment.
- Offer patients educational, morale and positive support for each phase of treatment.

Open with

### Why Should Connie Join Our Medical Team

Connie's experience as a reproductive nurse for over 21 years provides her with the knowledge and understanding from a medical, science and emotional perspective. Drawing her knowledge, skills, compassion and positive energy supports both patients and medical personnel. Medical personnel benefit from Connie's wisdom because patients need to know, increasing their health, being to support their medical treatments. Patient benefit because of the nurturing support provided to help them through the process with health and wellness plan, knowledge and positive encouragement.

Through the years, Connie has witnessed treatment results improve when patients use healthy lifestyles. Incorporating a health and wellness program from the A.R.T. of Wellness into the medical protocol (longer list) gives needed to positively impact fertility treatments and provide high-quality patient care.

Collaborating with doctors, nurses, medical staff and centers helps the best of patient relations without sacrificing high quality care. With A.R.T. of Wellness as part of your medical team, your resources are able to focus where most necessary - medical care and emotional processes.

The A.R.T. of Wellness provides a 3-Phase Personalized Plan which teaches patients to optimize their health and wellness, manage stress, nutrition and exercise. In addition, health assessments, group support, educational opportunities are provided throughout the Wellness Program, allowing the patient to give every possible option to a positive outcome.

### Services for Fertility Clients

Creating a helpful foundation for greater possibilities with health and wellness throughout the fertility journey is Connie's passion. The A.R.T. of Wellness offers the following services to clients:

- Personalized 3-Phase Health & Wellness Plan provided to each patient to achieve optimum health and wellness in order to best prepare the mind and body for treatment.
- Fertility Coaching for Individuals or Couples
- Coaching for Natural or Medically Assisted Fertility Support
- Health Assessments
- Support Groups
- Fertility Education: Workshops & Seminars
- Stress Management, Nutrition & Exercise
- Doctor / Patient Collaboration
- Coaching With or Without Medically Assisted Reproductive Support
- Educational, morale and positive support for each phase of treatment.

### Why Should Connie Be My Fertility Coach

As a patient, whether you are preparing for parenthood through natural or medical assisted systems, optimum health and wellness matters. Your fertility journey need not focus on the emotional, physical, social or financial challenges.

Our personalized fertility coaching supports reproductive support with a focus on optimum health and wellness, which is essential to optimally prepare the body and mind for future outcomes.

In addition, as your fertility coach, Connie keeps the patient at the forefront, offering you support individualized with program needs management. Supporting yourself with nurturing support will ease the experience and give you the tools you need throughout the path towards parenthood.

# Client: Fertility Nurse Specialist & Therapist

## BROCHURE

Cindy's Role: Required Research, Client Interviews, Content Organization, Art Director



### PREPARING FOR AN IVF CYCLE

**A**ll fertility patients have similar struggles, concerns and goals, but above all, they want to be parents! The only way of achieving this for some is having IVF (In-Vitro Fertilisation) or a similar treatment, and there are ways to prepare that enhances positive outcomes, the key ones being: 1) education of the process; 2) understanding the procedures; 3) self-care; and 4) support systems.

#### 1) Before Meeting With Your Doctor & Starting Your IVF Cycle

- Read through the materials provided by your clinic
- Write down all questions you may have, and bring them with you to your appointment
- Bring along your schedule for work, vacation and personal dates, so you can coordinate the treatment with the clinic.

#### 2) What to Expect from Your Appointments

- The first appointment with the Doctor usually covers the required pre-testing prior to treatment, the procedures, medications, complications, protocol, statistics and your personal possible outcomes.
- A second meeting may be with your IVF coordinator/nurse who will educate you on the treatment plan, review and execute consents, order medications, schedule blood and ultrasound appointments.
- In the US, a meeting with the financial advisor will review pre-authorization for IVF and out of pocket expenses.

#### 3) Self-Care: Prepare To Be Your Best Self

This is a challenging time. It is extremely important for men and women to practice self-care - make changes to your diet, exercise and manage stress levels are all key. There are five areas to enhance fertility wellness:

#### MIND

Be aware of your thoughts. Let positive thoughts dominate the negative. Prepare your mind to accept a positive outcome through your IVF cycle, and do not prepare for the "What if it doesn't work?" outcome.

#### BODY

Proper nutrition, exercise, supplements and sleep provide a healthy environment and give the best support during the IVF cycle. Cut out nicotine, caffeine and alcohol.

#### EMOTION

Recognise feelings of excitement, love, nervousness, stress, loss, grief and other emotions. When stressed with negative feelings such as fear, sadness, anxiety, the stress hormone cortisol increases, which impacts the entire body. Take time to relax and practice stress management techniques, such as - gentle exercise, journaling, social activities, naps, relaxation techniques and talking through your emotions.

#### SOCIAL

It is difficult to initiate or participate in social activities, especially if babies and children are included. This is natural and understandable. Social activities can help your emotions, de-stress, lift your mood or act as a distraction.

#### FINANCIAL

The financial side of treatments can be overwhelming. Plan and work out finances beforehand - perhaps a new job, additional insurance, extra savings.

#### Support Systems

During your fertility journey have support systems in place. Lean on your family and friends to support your

personal needs. The Doctors and Nurses will educate you through the process and advice on diet and exercise. Fertility Coaches offer personalised coaching that focuses on you and your needs. Join the support group attached to your clinic or an on-line one. You most definitely DON'T have to feel alone during this time.

Success happens for those who are willing to make every day changes and embrace every opportunity to enhance their fertility. Understanding how the mind and body respond to a temporary crisis, like infertility and having the ability to fully prepare for the next step impacts positive outcomes.

#### Connie Stark, R.N., C.P.C.

[www.fertilitywellnesscoach.com](http://www.fertilitywellnesscoach.com)



Connie Stark, R.N., C.P.C. is an award-winning registered nurse, certified in reproductive medicine, a fertility coach and founder of the A.R.T. of Wellness, P.C. Connie's approach to lead couples to enhance their fertility through natural wellness has helped hundreds of couples awaken their fertility with positive changes to their lifestyle, including diet, exercise and stress management.

For more information or for a complimentary initial consultation, contact Connie, call (877) 586-5426, email [connie@fertilitywellnesscoach.com](mailto:connie@fertilitywellnesscoach.com) or visit [www.fertilitywellnesscoach.com](http://www.fertilitywellnesscoach.com)

# CEO's Life Story for Foundation Gala Publication

## PUBLISHED ARTICLE FOR ORGANIZATION

Cindy's Role: Required Research, Client Interviews, Content Organization, Drafting, Writing, Editing



### The Flower Within Published on Client's Website



When messages or symbols keep showing up in your life, pay close attention. It is the universe speaking.

A little girl in Mexico yearned to help her family. Outside her bedroom window, grew a plant that was different from the others. She gathered figs with great delight. She dared to be different, and instead of an ordinary lemonade stand, she set up a fig stand. Everyone passed by. No sale. With all her might, she started running after her prospective customers. "You must buy these figs. Five for three pesos. You won't get a better deal, and your family needs them." At the end of the day, a happy girl returned home 30 figs lighter, and 18 pesos richer; a significant amount for any 5-year old girl in 1989.

That single experience marked the start of her future and set her life in motion. Little did she know then the great importance the figs would offer her beyond that first day because each step to every prospective customer elicited passion, discovery, wisdom, humility, persistence, vulnerability, vision, and awareness; the eight pillars of a strong foundation that was to lead her through every trial, tribulation and exultation in her life. Without knowing its significance, XXXXXX factors born that day set the story in motion that the whole world would hear.

Many of us walk around with a mentality of negative thoughts about our surroundings, our day, and ourselves. Why? What good is it doing? That little girl found the positive in her family situation, she went out to help her family, and in turn helped many more. By that one act, she has changed her personal outlook, her family's outlook and the outlook of every new customer she acquired that day.

How did she do that? She showed up to serve, act with her heart, connect to people, and elevate the people around her by being positive, sharing her light, her smile, her energy, and her giving attitude. Despite the family's hardship, she chose the positive route, found the beauty within herself and shared it with others. XXXX explains, "Rid yourself of bad mentality. Believe 'I am 150% complete.' Think positive. If you live in a small house and dream bigger, love that house. Thank that house because it is where your dreams are planted. When you sprinkle gratitude and positivity with those surrounding you, you receive so much beauty from the universe.

The experience with the figs became that little girl's iconic story with every presentation she gave, and it was the foundation for her first book XXXX, based on her life experiences. Today, she has built her life on the 8 Fig Factors. She shares an abundance of positivity and beauty with the world. The universe listens, hears, speaks and continuously returns an abundance of blessings to her.

As we know, life has its difficult moments. Circumstances, people, events and emotions impact our days, but it's how you approach those moments that help you find the beauty. Whether it is a bad mood, an argument, an illness, a loss or something else, finding beauty and positivity is possible. The first step is to accept it, "what is causing me to feel this way?" Analyze and identify it. Embrace the situation and the feelings. Become objective and call it like it is. Find the path needed to fix it. Then, fix it. It may require a conversation with someone to vet through it and heal the hurt. Maybe prayer, letting go or forgiveness will help mend it. Maybe time is required.

No matter how it happens, how it is fixed, the end result is to focus on finding the beauty in it. There is beauty in and around everything. Once you find the beauty, freedom endures. Your soul will be free to experience it and share your beauty and positivity with the universe.

It's like the fig. The universe spoke again. The fig story came full-circle when a friend told that little girl, 24 years later, "a fig is the only fruit that has a flower on the inside. The fig is self-contained because everything it needs, including its beauty, is on the inside."

Everything you need is inside you. Your core. Your heart. Your soul. Your beauty. This is where the fig factors bloom. This is where the messages and symbols resonate from the universe. Listen. Hear. Let your flower within create an abundance of beauty for the whole world, and then, release it. Leave a legacy that makes the world a better place because you were in it.

XXXXXX XXXXXX to embrace positivity and find beauty in your professional and personal life, by XXXXXX.

CLIENT: Merrett Davies

PUBLISHED ARTICLE

Cindy's Role: Required Research, Client Interviews, Content Organization, Storytelling Skills, Write, Edit, Revise



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## WOMEN LEADERS ARE CHANGING THE FACE OF BUSINESS

Posted by Anne Phelan on Mar 3, 2016 in Leadership, Women in Business | No Comments



**Worded Jeju Declaration 09.2012 #iucn2012 by Ron Mader is licensed under CC by 4.0**

Generations of women leaders have carved the path that has led to the celebration of Women's History Month. According to [about.com](#), in 1911, Europe was the first continent\* to celebrate International Women's Day, as women's rights was a political hot topic. Then, during the 1930s, the depression hit, and women's rights were no longer a leading issue, until **Betty Friedan** came along. Friedan unveiled "the problem that has no name." The problem identified the unsatisfied middle-class housewives who gave up intellectual and professional aspirations without expecting that boredom and loneliness would set in. Friedan published, *The Feminine Mystique* in 1963, reviving the women's movement. Universities began to include the fields of women's history and studies. In 1978, "Women's History Week" was established and selected to coincide with International Women's Day on March 8. In 1987, Congress expanded the week to a month. With Friedan's talent, experience, and leadership at the helm, she led the way for women to become leaders and solicit change.

It is these experiences and results that paved the path for today's women leaders. Nearly 40 years later, women's roles have significantly transformed in almost all industries. However, in a [Forbes.com](#) article by [Glenn Llopis](#), as of 2013, women only held 4.6 percent of Fortune 500 and Fortune 1000 CEO positions.

Begging the question... in 2016, where are the women leaders? Traditional beliefs followed the thought process that women leaders are less effective than male leaders. However, current research, data and experience prove that theory wrong and in fact, proves that women leaders exhibit the exact traits needed to build successful businesses and to positively effect the bottom-line.

Bob Sherwin, COO of Leadership Consultancy at Zenger Folkman and contributor to *Business Insider* clearly exhibits that women scored higher than men with significant differences on 12 of 16 leadership competencies. His article, **"Why Women are More Effective Leaders Than Men"** charts six measurements of increased competency for women leaders compared to men, including overall effectiveness, self-development, the 16 competencies, and functional areas of an organization. Women scored higher than men in all but one study where men scored higher in 2 of the 16 competencies.

And what are those traits, exactly? Most likely, one assumes that it must be the nurturing competencies that put women ahead of the game. Women are naturally inclined to develop others, inspire and motivate, build relationships, collaborate and work in a team environment. Certainly, that can be understood, but is playing nice in the sandbox the only thing we have to offer as leaders? Absolutely not.

As the future of business is changing in all aspects, leadership is changing. No longer will it be business as usual. The faces of business are changing, and leaders are demanding a fresh approach to get what they want and need. Of the *50 World's Greatest Leaders*, 15 of them are women. Inspired by their leadership model, [Geoff Colvin](#) is impressed with the collaborative approach practiced by these women to communicate with anyone and influence groups of people over which they have no authority.

Caliper, a talent management firm, identified 'stress tolerance' as one of six key personality traits of high performing women. 'Stress tolerance' is the ability to feel (or appear) comfortable in a high-pressure environment. [Josephine Fairley](#) summarizes the Caliper study with their findings of the six traits in her blog, **"High-Achieving Women Have These 6 Personality Traits. Do You?"**

In the study on competencies, Sherwin summarizes that while the women led with the collaborative and motivational traits, the largest wins for females were taking initiative, displaying integrity and honesty, and driving for results.

Ahhh. And that is the ticket - Women take initiative to get things done while operating with high integrity and high stress tolerance via a collaborative environment to produce a positive outcome for the corporation.

Is that surprising? It shouldn't be. [Avivah Wittenberg-Cox](#) demonstrates a gender-balanced practice in her book, *Seven Steps to Leading a Gender-Balanced Business*. Wittenberg-Cox explains, "Smart leaders recognize the opportunity women leaders bring to the table. The best companies teach, encourage and reward balanced-gender leadership teams. In turn, companies win with a competitive edge that delivers a better and more sustainable performance. Companies with more gender-balanced leadership teams out-perform those with less."

With today's research, education, surveys and experiences, building women leaders is highly beneficial to organizations of all types and sizes. Increasing the 4% average of females in leadership roles generates positive change for companies, which, in this economy and ever-changing business world, can only be a good thing.

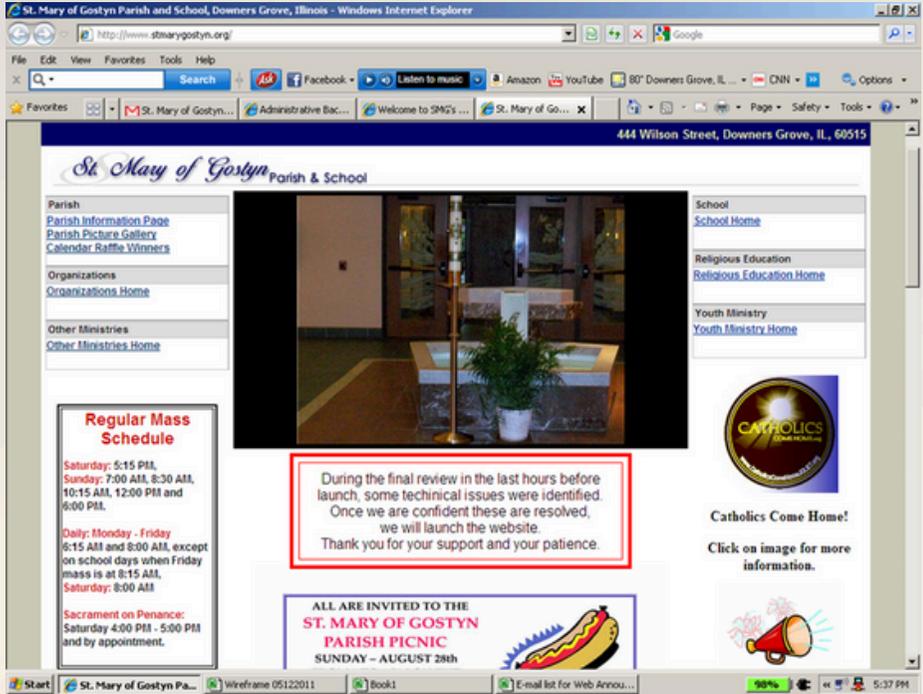
As we honor women's history, studies and leadership during this month long celebration, we can surely say that Betty Friedan would be proud. Not only are women exercising their intellectual and professional aspirations, but organizations are finally seeing the significant value that women have always contributed.

WEBSITES

DIGITAL  
ADVERTISING

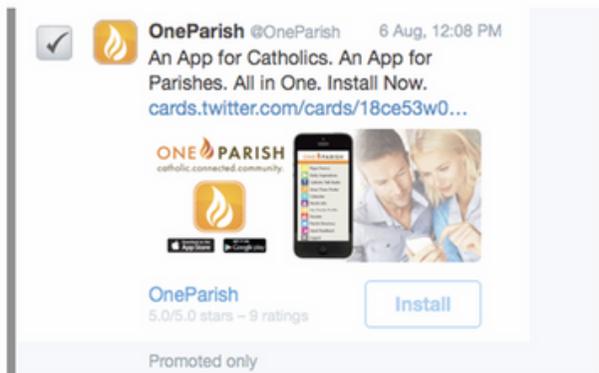


# WEBSITE BEFORE / AFTER



# SOCIAL ADVERTISING

## Twitter & Facebook Advertising



A screenshot of a Twitter advertisement for the OneParish app. The ad is from the verified account @OneParish, posted on August 6th at 12:08 PM. The text of the tweet reads: "An App for Catholics. An App for Parishes. All in One. Install Now. [cards.twitter.com/cards/18ce53w0...](https://cards.twitter.com/cards/18ce53w0...)". The ad features the OneParish logo (a flame icon) and a smartphone displaying the app's interface. Below the smartphone is a photo of a man and a woman looking at a device together. The ad also includes the text "ONE PARISH catholic.connected.community" and "5.0/5.0 stars - 9 ratings". A blue "Install" button is visible on the right side of the ad. The text "Promoted only" is at the bottom of the ad.

OneParish @OneParish 6 Aug, 12:08 PM  
An App for Catholics. An App for Parishes. All in One. Install Now.  
[cards.twitter.com/cards/18ce53w0...](https://cards.twitter.com/cards/18ce53w0...)

ONE PARISH  
catholic.connected.community

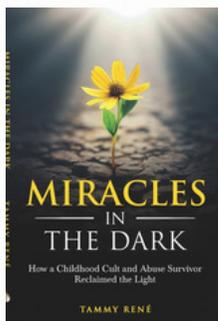
OneParish  
5.0/5.0 stars - 9 ratings

Install

Promoted only



# Client *Testimonials*



“Cindy was very insightful, professional, and fully committed herself to my project. I came to her with a completed manuscript and she gave valuable advice on how to make my message more powerful. She was encouraging and excited to help spread positive messages about healing.”

*Tammy René, Author, Speaker & Ambassador for Hope, Healing & Thriving*

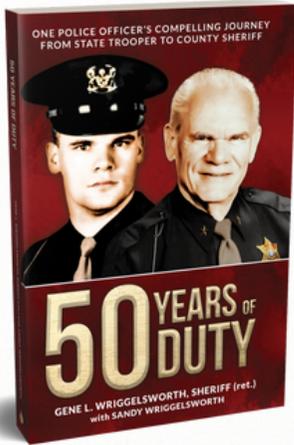
“I am a first-time author who had the incredible honor and privilege to work with Cindy Tschosik in writing my first book and it was very nerve-racking for me to start this process because I had no idea what I was doing. Cindy was just such a pro the entire way through from the first moments that we sat down to talk about my book, I felt so incredibly heard and supported and validated.

Cindy was such an incredible wealth of information on navigating the whole process of how to publish a book and for contacts and resources, different things I needed to keep in mind in and be aware of from day one. She is so passionate about what she does. So, I can't recommend Cindy enough. I loved working with her and the whole publishing team that she sent me up with was phenomenal. I had such an incredible experience as a first-time author, and I wish you well on your own journey with Cindy. “

*Gina Graham, LCSW, Author of Body Beautiful, Private Therapy Practice Owner & Professional Speaker*



# Client *Testimonials*



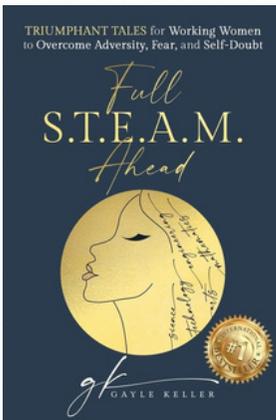
"I recently had the extreme pleasure of working with Cindy while writing a book about my 50-year career In Law Enforcement. Since I knew nothing about being an author, I was somewhat intimidated by the process, to say the least.

Cindy quickly put my angst aside and just as quickly proceeded to help me become the author a 300+ page book about a lifetime of excitement. Cindy has a unique knack for making people feel important and their experiences exciting and interesting.

I could not have picked a better partnership for this endeavor and would highly recommend this lovely lady to future authors."

*Gene L. Wriggelsworth*

*Author, Sheriff, Ingham County Michigan (retired)*



"Cindy is a writing visionary genius. I am so grateful for her talent and vision, especially her ability to take a concept beyond what is expected! Her marketing background lent its expertise to my overall business and brand, helping me craft my brochure of service offerings to editing my non-fiction book. Cindy's natural ability to perfect a storyline is unmatched."

*Gayle Keller*

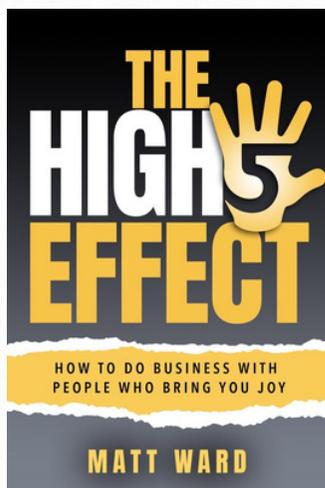
*Author, Speaker, Founder & CEO of Theodora S.T.E.A.M. Girls™*

# Client *Testimonials*

“Cindy Tschosik was my book strategist and ghostwriter. I am a scatterbrain when it comes to organizing content, and Cindy was very organized, clear and concise. She is excellent at putting concepts, plans and processes together in a workable way for my readers. I had a number of different ideas, but they were fragmented. Cindy brought an immense level of creativity to find different ways to engage the reader and give them practical solutions that are easy for the reader to grasp. That was key for me. She worked closely with me, and she pushed me to dig deeper and bring clarity to difficult concepts.

I also like that she kept other aspects about my business in mind as she wrote the book so it would complement my keynote. If she has an idea, she gives you the idea and she is not offended if you don't take it. But what I love most about working with Cindy on this book as she wrote it, was that she had a vested interest in this project. She is fun to work with and she produces great work. So, for me, it was a Win! Win! Win! I would highly recommend Cindy Tschosik for whatever project you need. I can't recommend her enough!”

*Matt Ward, Author of The High 5 Effect, Owner of Breakthrough Champion & Professional Speaker*



# Client *Testimonials*



"Cindy Tschosik fine-tuned a book proposal I had been working on for over a year. She reorganized it, reformatted it and brilliantly brought clarity and sparkle to my message. Cindy helped my voice come through more powerfully in the proposal, and we had fun along the way! Cindy is intelligent, reliable, hardworking professional and also a kind and compassionate person. I highly recommend working with Cindy!"

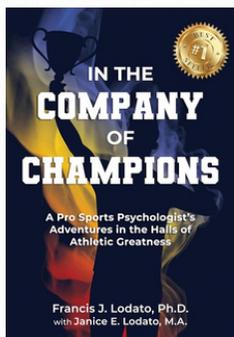
*Joyce Marter, LCPC*

*Author, CEO, National Public Speaker, Media Contributor*

## Case Study

The author's agent sent the original proposal to 20 publishers, and all said "no." I worked closely with Joyce to produce an entirely new book proposal. The agent said, "Joyce, this is an entirely different book!" She sent it to 20 original publishers, plus 20 more. The client received six offers, narrowed it down to two for negotiations. Joyce was published with Sounds True on July 27, 2021!

# Client *Testimonials*

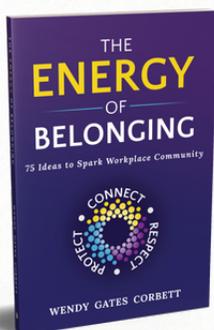


“Cindy is a skillful and talented editor, book doctor, and ghost writer. After \*one\* meeting with me where I described the book and told her about my Dad (who had passed away and left behind a manuscript about his career in sports psychology), she immediately understood what we were trying to achieve.

She had the vision, talent, and creativity to take all the parts and weave them together. Cindy is the best editor I have ever had the privilege of working with. Thanks to her, I was able to finish writing the book I started writing with my Dad and publish it!

I highly recommend Cindy as an editor, book doctor, or ghost writer -- or a combination of all 3! She will see your manuscript through to completion and guide you through the whole process. Hire Cindy today!”

*Janice Lodato, PMP, CSM*



“For me, the biggest fears in writing a book were: how to figure out the structure, how can I find the time in my calendar, make and honor that time and how do I go about doing this. Cindy Tschosik’s incredible guidance and her Coaching Program were exactly what I’ve needed. Cindy’s program created the structure I needed, incredible experts to help me figure out and jump over the biggest hurdles.

Most importantly Cindy created a loving, caring, supportive framework within which I am writing my book. So, if you have a book inside you, but you are trying to figure out how to find the time to get it all done, if you are looking for guidance, looking for expertise, you need to look no further than Cindy Tschosik.”

*Wendy Gates-Corbett, International Keynote Speaker, Belonging Researcher, Organization Consultant, Author*

Meet  
Cindy Dawn



Cindy Dawn opened her business in 2013 as a full-service marketing agency, and five years later, she transitioned to full-time ghostwriting. Whether she writes books, blogs, articles or marketing collateral, her reader-focused approach pulls audiences in to be educated, informed, inspired, and motivated to take the steps needed to change their life.

More than 25 years in various careers have provided Cindy with invaluable insight she shares with her clients to add depth to concepts and content. Her legal, IT, corporate, marketing, and speaking careers directly contribute to the value she brings to her writing projects.

Cindy's strong intuition, emotional intelligence, and reader-value focus set her apart from her industry peers. She understands the big picture and sees beneath the surface for the details of what stories need to say, and what readers want to learn and feel. When Cindy writes, each deliverable is authentic, impactful, and deeply resonant.

When you need a writing partner to elevate your career, business, and impact, Cindy is ready to dive in to learn your needs, goals, and audience so together, you will achieve your desired purpose.

# Thank You for Considering My Services!

*Let's Get  
Writing!  
Cindy Dawn*

Professional Ghostwriter  
& Book Doctor  
Downers Grove, Illinois  
(630) 926-8756  
Central / Chicago Time Zone  
[Cindy@SoConnectedLLC.com](mailto:Cindy@SoConnectedLLC.com)

