

NEW GIRL ON THE BLOCK

A Mentorship Program, But Way Sicker Than Your Average

About the Company

WHO WE ARE

New Girl On The Block: From Shy Girl to Fly Girl is a mentorship program, but way sicker than your average. It's a go-to resource for millennial women to receive assistance with life planning, career strategies and personal style. With unique teaching methods and a curriculum designed to educate, entertain and inspire women in transition, New Girl On The Block effortlessly converts shy girls into fly girls. We are your cheerleaders, your sisterfriends, and the masterminds to constructing your new normal.

VISION

Our philosophy is that everyone is a **po-ten-tial-ist**. Every girl in the world already has the tools she needs to succeed. Our primary focus is to ignite that inner power. Mediocrity is simply not an option. We all deserve a life far more exciting.

NO LIMITS

From recent graduates to new business owners; from career changes to quarter-life crisis', New Girl On The Block tackles Gen Y's biggest challenges and equips every mentee with innovative solutions to get them ahead in life. Our team provides a safe space and creative learning environment where girls evolve into smooth, savvy and successful women.

A *New Girl On The Block* is a woman who lives for moments that don't need to be captured, documented or "Liked". She proceeds without permission and knows that confidence is her sexiest asset.

Founders



PAULEANNA REID

Life & Career Strategist

- Over 5 years of corporate and entrepreneurial experience
- Nationally Published Journalist
- Motivational Speaker
- Amazon Best-Selling Author
- Co-Founder, New Girl On The Block



SAFIA BARTHOLOMEW

Brand Architect

- Communications & Media Relations Specialist
- Professional Writer
- Experience working with major national media outlets
- Co-Founder, New Girl On The Block

Mentorship

Remember being young, brave and full of dreams? There was no one who could convince you that you weren't going to be an astronaut, a doctor, a pop star or whatever dreams that your little mind could imagine. Fast forward some years and doubt, fear and uncertainty crept in. With less confidence in our abilities, a simple "I don't know..." from a friend or an unconvinced side eye from a parent can send you spiraling off your path to success, love and happiness.

When was the last time you felt excited by your life? When was the last time you flirted? Asked for a raise? Did something that scared you?

We've all been there. One day you wake up and can barely drag yourself out of bed. Your days are filled with routine, responsibilities and monotony. This isn't the life you imagined when you were 6 years old dancing around your room playing make-believe. Nope. Nor is it the life you thought you would have after graduation or when you said yes to that job or boyfriend. Now you just feel stuck.

That's where New Girl On The Block comes in! There's a voice inside of you that no longer gently nudges you to make a move but now instead yells, "Either take a chance or let it go!" If you are not willing to let whatever it is go – publishing a novel, owning your own business, moving across the globe, climbing the ranks to your dream position– then we are here to be your cheerleader, your sisterfriend and the masterminds in constructing your new normal . We will push you past your boundaries, draw up a game plan and get you on the path to transforming your life – from shy (or unsure) to fly.

But all it takes is one decision.

We all have big dreams but very few of us actually live them with our eyes wide open. Why? Because living our dreams is petrifying. Chasing our dreams and deciding to honor the path that our hearts set for us takes bravery and a solid action plan. Your dreams are for living right now.

Are you ready to choose you?

Services



1

YOU THE BRAND



2

DEVELOP A
GOLDEN GUT



3

STYLE & POWER

DIGITAL EXPERIENCES & SOCIAL MEDIA STRATEGY

OPTIMAL EXPOSURE AND ONLINE BRAND DISTINCTION

- Social media voice development
- Digital media & social media editorial calendars
- Ongoing strategic digital counsel
- Promotion/contest creation and execution
- Platform Development: Facebook, Twitter, YouTube
- Online customer service strategy

STRATEGIC BUSINESS PLANNING

ELEVATE YOUR PERSONAL BRAND / BUSINESS: PROVIDING SOLUTIONS AND CLARITY

- Forward-thinking solutions to meet brand objectives & resolve challenges
- Ongoing mentoring & mastermind sessions
- Social media action plan & list building strategies
- Program & product development
- Profit planning
- Customer service training & business etiquette skills

WRITING SERVICES

AUTHENTIC, ENGAGING AND RELEVANT CONTENT

- Creative copywriting + Brand voice
- Biography construction
- Speech writing
- Press releases and media advisories
- Ghostwriting (books, electronic books, etc.)
- Email marketing



1

YOU THE BRAND

INFLUENCER & MEDIA RELATIONS

BUILD AUTHENTIC CONNECTIONS WITH MEDIA. PERSONALITIES & TASTEMAKERS

- Build community partnerships
- Comprehensive approach to PR and digital campaigns
- Speaking engagement bookings
- Public speaking / presentation coaching
- Blogger relations and influencer engagement
- Pre-post and on-going media relations
- Creative problem solving: crisis / issues management

CREATIVE SERVICES

BRAND STORYTELLING

- Media materials, press kits and infographics
- Web design & social media creative
- photography and video production
- Personal brand and image consulting, wardrobe styling

EVENT STRATEGY

CREATE AND AMPLIFY MEMORABLE BRAND EXPERIENCES

- Event Planning: vision & theme conceptualization
- Media events and product launches
- Itinerary preparation



2

DEVELOP A
GOLDEN GUT

Pick My Brain! 1-on-1 Mentoring

SINGLE SESSION & MONTHLY SESSIONS AVAILABLE

This 90-minute session includes a lunch date for local mentees or a Skype call if you live out of town. In this 1-on-1 you can pick our brain over anything you'd like. It's perfect for the New Girl On The Block seeking advice to help her work through a major transition in life, love or business.

We will provide you with solutions for any of the topics mentioned below:

- ✓ Anxiety, Panic and Stress Reduction
- ✓ Quarter and Mid-Life Crisis
- ✓ Career and Employment Counseling
- ✓ Life Transitions
- ✓ Financial Planning & Real Estate Investing
- ✓ Family and Friendship Issues
- ✓ Surviving and Overcoming Breakups
- ✓ Navigating Relationships



3

STYLE & POWER

Image Consulting

You only get one chance to create a first impression. Before you even open your mouth, you've already made a statement to the world. When you put your best foot forward, people notice and when you are noticed doors open. There are levels to this. It's called self-promotion and it's an art every woman should know inside out. But the secret to fabulousity is that you do not have to spend a million bucks to look like it. Our team will teach you how to dress for success, shop on a dime, mix and match colors and trends, and create a show-stopping public persona. You have enormous potential, you just need a push in the right direction.

Personal Shopping & Fashion Styling

Let's be honest, most people do not like to shop! It can be an overwhelming and time-consuming experience that many people do not have the patience for. Here's where we come in: whether you are looking for the perfect outfit for a night out, public appearance or you need a wardrobe overhaul, as your personal stylists we will do the trend watching and personal shopping for you so that you have the luxury of shopping exclusively from your living room. This is by far my most requested service. After all who doesn't like convenience?

Closet Rehab

We aren't afraid to get down and dirty! Hire a stylist from our team to come and clean out your closet entirely then rearrange it by using special tools and techniques to help make your life easier. This service is great for seasonal organizing as well.

Mentorship

**NEWGIRL
ON THE BLOCK**

From Shy Girl to Fly Girl

EVERYONE IS A **PO-TEN-TIAL-IST**

Greatness already exists inside of you, but the only way to discover it is by believing in yourself. Mediocrity is not an option. You deserve a life far more exciting.

Our Promise To You

1

**WE WILL TEACH YOU
WHAT WE KNOW**

Nisha Moodley says, masters learn from masters. Our intention is to educate, entertain and inspire. We have a successful track record helping young women in transition. Our testimonials prove it.

2

**WE WILL ALWAYS KEEP
IT REAL**

Honesty is the best policy. We are not afraid to unveil our vulnerable side and share our past struggles because we understand that right now, this very moment, you are going through a transition of your own. We believe you can bounce back from every setback. We will teach you our techniques. We will mentor you through this process. But what we don't do is baby you. We take a very straight forward approach. We like to call it tough love. Brace yourself.

3

**WE WILL THINK
DIFFERENTLY THAN YOU**

What good is a mentorship if your mentor is feeding you information that you already know? We don't just think outside the box, we think as if there is no box. A good mentor should challenge your beliefs and push you to your limits.

4

**WE WILL PUMP YOU WITH
ENERGY & CREATIVITY**

We believe in an organic mentor-protégé partnership, nothing forced. Our teaching method is different than most educational experiences, we are fun and aim to create an environment where learning is made easy.

NEW GIRL ON THE BLOCK

Keeps her *mind* as sharp as the spike on her stiletto

Knows that *confidence* is her sexiest asset

Understands no woman is an island – she seeks the love, support & guidance of other *strong* women

Lives for *moments* that don't need to be captured / documented / "Liked"

Believes in seeking out *new experiences* and adventures – music, art, books and places

Proceeds without permission – doesn't wait for others to get on board with what's in her heart

She *forges her own path* and blazes new trails

NEW GIRL ON THE BLOCK

Class of 2015

WOMEN'S DIVISION



Aisha Tatham
Toronto - ON



Aisha Wedderburn
Toronto - ON



Tamara Tatham
Vienna - AU



Karen Doniere
Castle Hayne - NC



Daphanie Kennedy
Los Angeles, CA



Cassandra Campbell
Toronto - ON



Bria Barrows
Toronto - ON



Shakira Rouse
Toronto - ON



Kimberly Miller-Pryce
Toronto - ON



Berlayne Smith
Toronto - ON



Alicia Johnson
Toronto - ON



Chanique Stewart
Toronto - ON



Camille Lauren
Toronto - ON



MEN'S DIVISION



Kern Carter
Toronto - ON



Francis Atta
Toronto - ON



Aaron Charles
Toronto - ON



David Lewis
Toronto - ON

NEW GIRL ON THE BLOCK

Testimonials



TREY ANTHONY

Award-Winning Playwright
of 'Da Kink in My Hair



KOLETTE EASY

Lead Vocalist of
Kolette Easy Music



SANDRA GABRIEL

President & CEO of
Gabriel PR



JULIA CHE

President & CEO of
Lotus Leaf Communications

"Safia, is truly professional and amazing at what she does! She has worked for me in many capacities. As a personal administrative assistant, a social media & media relations coordinator, and as an associate producer for my various workshops. She is efficient, warm, pleasant! I have recommended her services to many folks in the entertainment industry and I know whatever project she works on, she will be focused, efficient, productive, and provide a guaranteed stellar outcome!"

"I was very impressed with the bios Safia created for me. They were extremely well written. She detailed my experience and accomplishments as a singer while capturing the true essence of my personality. To add to it all, they were delivered right on time and she was professional every step of the way."

"Safia is the perfect definition of a professional and team player. She does not hesitate to contribute her ideas and she has great attention to detail. She is also very on top of trends which helps our team to capitalize on various PR opportunities. I highly recommend her work."

"Safia is a kind-hearted, hard-working PR professional with high-integrity. She is very personable and was a fantastic member of the Lotus Leaf Team!"

NEW GIRL ON THE BLOCK

Testimonials



ALISHA WEDDERBURN

Hospitality Specialist

MICHELE MOLINO

Student, Schulich School of Business

SHANTEL NOEL

Media Professional

CHIVON JOHN

Speaker, Wellness Advocate

"Pauleanna is one of those rare gems, kind of like a diamond, extremely valuable but so hard to find. Working with her has been insightful, highly valuable, and I've made an incredible amount of progress with her by my side. She's one of those women who lead by example, and give you honest feedback that will propel you forward if you're willing to do the work. Her work ethic, drive, and passion are both inspiring and motivating."

"Pauleanna is a highly driven and truly inspirational! She is bursting with innovative ideas and has been an incredible help in guiding me towards reaching my goals. I definitely see her as a role model and would recommend Pauleanna to anyone looking for inspiration, guidance or a collaborative business partner. Pauleanna is just incredible!"

"Pauleanna is a great role model for young adults. It is evident that she uses her own personal experiences and success to encourage others to reach their full potential in life. She has had a positive impact on me. I highly recommend others to attend at least one of her workshops. You will not be disappointed! Her honest content and humour creates a very comfortable and welcoming atmosphere for everyone."

"Pauleanna is a talented and engaging motivational speaker. She has a keen ability to capture an audience with her powerful story, message of empowerment and finding ones inner strength. Her ability to balance her passion for empowering women while managing multiple careers as a writer, speaker and mentor demonstrates her fierce work ethic and commitment to success."

Contact Information

MAILING ADDRESS

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