

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

NEWGIRL ON THE BLOCK

Class of 2015



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



Gladine St. Julien
Muhlenburg, PA



Shakira Rouse
Toronto - ON



Shauna Morgan
Toronto - ON



Berlayne Smith
Toronto - ON



Alicia Johnson
Toronto - ON



Liya Kassa
Toronto - ON



Camille Lauren
Toronto - ON



Tiffany Brown
South Carolina



Stephany Skrba
Italy



Alyestel Hamilton
Toronto - ON



Chantel Brown
Toronto - ON



Bria Barrows
Toronto - ON



NEW GIRL ON THE BLOCK

Testimonials



CASSANDRA CAMPBELL

Makeup Artist & Founder of
Bella Silloweth Beauty

I came to Safia when I was creating my website and realized I needed a bio. Safia created an amazing biography that captured exactly all the details I was looking for. I would recommend Safia to anyone looking to create a professional bio that resonates with your brand.



TAMARA TATHAM

Olympian &
Speaker

Safia has been a genius when it comes to helping me find my voice for my entrepreneurial ventures. She has helped me in so many ways and has positioned me to see things that I wasn't able to see before. She is very dependable and I have had a blast working with her! I am looking forward to my new venture with her and I know what is to come will be nothing than flawless.



ALISHA TATHAM

Olympian & Founder of
Love, Live, Hoop

I met Safia when I got introduced to New Girl on the Block as I was transitioning from a pro athlete and Olympian and relaunching myself as a speaker and performance coach. Just from a few conversations and getting to know me, Safia did an awesome job in helping me create content for my whole launch. She is a genius when it comes to creative writing and I am thankful to have her in my corner. She is worth the investment and I am excited to continue in our business relationship. She is on point and a true professional.



DAPHANIE KENNEDY

Professional Athlete
& Speaker

Safia has been great assisting me in every aspect of creating my brand. She has been especially exceptional with bringing my brand to life with her great writing. She created all my website content for my personal and business brand. I love working with her and I can't wait to do more work in the near future together.

NEW GIRL ON THE BLOCK

Testimonials



ALISHA WEDDERBURN

Hospitality Specialist

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.

LIYA KASSA

Founder of Abeba

Pauleanna is a phenomenal person. In the short time that I have known her she has taken me through the initial steps of entrepreneurship, provided invaluable insight on both my professional and personal life, and just overall has been an amazing resource for me. Her energy and professionalism is infectious and I can honestly say that I am very honoured for her mentorship.

BERLAYNE SMITH

Actress & Singer

My experience as a mentee of Pauleanna has been an inspirational one. I have thoroughly enjoyed working with her because she has helped me rediscover myself. Through her program, I have learned how to love myself better and I have also discovered what it is about myself that I want to improve on. She has provided me with the tools that are necessary to empower myself, and to embark upon the ventures that I have always dreamed about, by helping create plans of how to accomplish my goals.

SHAKIRA RUSSE

Founder of Special Compass

As a new grad or young professional it can be a challenge to be seen or heard in a noisy and competitive environment, but with Pauleanna's mentoring and guidance she has helped me to make a smooth transition. Pauleanna is a truly caring and supportive mentor, she takes you under her wing providing you with the right contacts, tools and resources of information to achieve your dream. She will keep you accountable to your goals, push you beyond your limits.

NEW GIRL ON THE BLOCK

Case Study

TAMARA TATHAM

Canadian Olympic Athlete



Fly Girl Since October 2014

Toronto born basketball champion, Tamara Tatham embodies passion, drive and athleticism. The best advice that she was given at a young age has become the words she commits to living by every day, "You have to work for what you want. Things will never be handed to you. Go out and get it!" She has used this same ambition to take her career to new heights and beyond.

THE PROBLEM

Tamara joined New Girl On The Block to assist her with life planning and career strategies. In preparation for the 2015 Pan American Games and the 2016 Summer Olympic Games in Rio, she knew it was necessary to brand herself in order to garner media attention upon her arrival back to Toronto as well as expand her growing empire.

THE OBJECTIVE

- ✓ Weekly Skype calls to develop forward thinking solutions to meet brand objectives, develop a sense of self and learn to navigate life's transitions
- ✓ Create business plan
- ✓ Photo shoot + Creative Direction
- ✓ Biography Construction + Website Content + Media Kit
- ✓ Platform Development: Website & Social Media
- ✓ Build community partnerships
- ✓ Business Plan + Product Development

NEW GIRL ON THE BLOCK

Case Study

TAMARA TATHAM

Canadian Olympic Athlete



- Pauleanna Reid, Career Strategist
- Safia Bartholomew, Creative Wordsmith + Publicist
- Samantha Clarke, Photographer
- Sherry Williams, Web Designer
- Camila Cerna, Graphic Designer
- Chenowa George, Graphic Designer

WINNING TEAM

THE SOLUTION

Not one to settle on past success, Tamara is up for new and exciting challenges. Her athletic ability combined with off-court interests is what has led Tamara to an unexpected journey – motivational speaking and the business of fashion.

THE RESULTS

- ✓ Increased confidence and self-esteem
- ✓ Killer photo shoot has been executed
- ✓ Social Media development (ongoing)
- ✓ Landed contract as a fitness video blogger for Everything Girls Love (@everythinggl +115K online followers)
- ✓ Website completed for TamaraTatham.com
- ✓ Website completed for 4EverHoops.com
- ✓ Media inquiries
- ✓ Co-writing her first book

NEW GIRL ON THE BLOCK

Case Study

SHAKIRA ROUSSE

Founder of Special Compass



Fly Girl Since November 2014

Shakira Rouse is a young professional; a student with a passion for languages and education. As if balancing work and books were not enough, she has recently added the titles educator, advocate and entrepreneur to her resume. As an adult with a learning disability, Shakira regularly experiences emotional frustration and stress but, at twenty-five, this ambitious young woman has a vision to help change the learning experience for herself and other students who face similar challenges and help them achieve life and career success.

THE PROBLEM

Shakira joined New Girl On The Block with one goal in mind; to help students transition successfully to different educational milestones and to provide a safe and inspiring learning environment that motivates, encourages, and inspires students with learning challenges to find the joy in learning. Pursuing her passion with a heart of pure gold, Shakira knew she had to assemble a team to help exceed her business objectives.

THE OBJECTIVE

- ✓ Ongoing mentorship: career strategies, life planning, business etiquette skills
- ✓ Financial management + Home Ownership
- ✓ Create business plan
- ✓ Photo shoot + Creative Direction
- ✓ Biography Construction + Website Content + Media Kit
- ✓ Platform Development: Website & Social Media
- ✓ Build community partnerships
- ✓ Product Development

NEW GIRL ON THE BLOCK

Case Study

SHAKIRA ROUSSE

Founder of Special Compass



THE SOLUTION

Special Compass is an educational service centred for students with Learning Disabilities and special needs; business tailored to specific audiences which will provide highly interactive learning experiences.

THE RESULTS

- ✓ Increased confidence and self-esteem
- ✓ Increased time management and decision making skills
- ✓ Solidified a business plan
- ✓ Created a financial plan to decrease debt and increase income streams
- ✓ Purchased first investment property in 2015
- ✓ Website completed for Special-Compass.com
- ✓ Social Media development (ongoing)
- ✓ Customer service training & Business etiquette skills (ongoing)

WINNING TEAM

- Pauleanna Reid, Career Strategist
- Safia Bartholomew, Creative Wordsmith + Publicist
- Ashlei Iris, Photographer
- Toussaint H. E. Brown, Web Designer
- Ken Thomas, Financial Advisor
- Aaron Charles, Realtor + Founder of REAP
- Nicole Marshall, Business Plan writer

Contact Information

MAILING ADDRESS

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