

# About Pauleanna Reid

Motivational Speaker | Writer | Mentor

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Pauleanna Natasha Reid (born November 20, 1987) is a Motivational Speaker, Millennial Mentor, Celebrity/CEO Ghostwriter and critically acclaimed Author of her fiction novel, *Everything I Couldn't Tell My Mother*. Making a name for herself nationally, Reid is crafting an empire built on her core principle which is to help young women (like herself) recognize their value and pursue their passions.

The reach of her brand has garnered the attention of clients across North America. At age 22, Reid began her career as a Canadian Journalist and her published work has appeared in Canada's top newspapers (e.g. Toronto Star, National Post, Toronto Sun, Vancouver Sun), reaching hundreds of thousands of readers across the country.

Diagnosed with depression in 2010, Reid finally realized that it is literally a matter of health that she listen to her inner voice and pursue her passions. Based on her own previous issues with self-esteem and silencing her desires, the young business owner has set out to provide various tools and resources -writing, speaking, workshops and mentorship- to help individuals recognize their best selves. Her motivation and motto that she pays forward to others is the belief that, "the concept behind success is very simple: if you want it badly enough, it can be yours."

## **Early Years**

Reid was born the eldest of 3 children in Etobicoke, Ontario. Raised by her mother, an executive at a financial institution and father, a business man and professional photographer, Reid learned from a very young age the importance of having a strong work ethic to create the life that you want.

As a close knit family, Reid holds a distinct and special relationship with each of her family members. She often confides and shares advice and experiences with her brother and sister. With a close bond with her dad, “father-daughter date nights” were amongst Reid’s fondest memories. Both creative spirits, Reid became inspired by her father’s ability to capitalize on his talents and his unique way of looking at the world. Understanding the importance of finding your voice and standing for what you believe in came from her mother’s example. Growing up, their relationship was strained as her mother provided her with tough love that forced Reid to develop a thick skin. But, her mother taught her many valuable lessons through example of what it means to be a strong woman.

## **Growing Pains and Defining Her Own Path**

Filled with creativity and passion as a child, Reid would spend hours writing in her journal. She would pretend to be a best-selling author and create stories that she imagined would be read by people all over the world. It was through her storytelling that she learned how to express herself. Deeply insecure and quiet as a child, she often would not speak up about any difficulties or what was going on at school. Journaling became a way to reveal her deepest thoughts and happiest experiences.

With writing, she had the power to create characters and stories filled with imagination that would distract her from her sometimes harsh reality. Her inability to stand up for herself as a child, created a tormented experience of being bullied all throughout her early years in elementary school as well as her later years in high school.

It is through her writing and dedication to athletics, that Reid found her confidence. While writing at the time was for fun, athletics took over a majority of her life. Having a committed and competitive spirit were principles drilled into her since the age of 7. No stranger to hard work, her tough athletic schedule included 6 days of intensive training every week starting at 5 in the morning. Reid joined a competitive swim team called COBRA – City of Brampton Regional Aquatics. For her, there was only one goal: to go to the Olympics. So, her focus for the next 10 years of her life was on achieving this goal. Her ambition paid off as she received numerous awards and medals – she earned 4 gold medals at her first swim meet and 40 more in her overall swim career. Not giving up on athletics, Reid also played competitive soccer for 6 years (4 of which was with a city representative team called Brams United Girls Club).

Once the athletics stopped and her schedule became clearer, Reid was faced with some important decisions. Similar to many young adults nearing graduation, her plans for her future became a pressing issue that needed to be determined. Her passion had always been writing but she was met with disapproval from her teachers, parents, family members and several friends. They all had other ideas and plans for her life. Once again, Reid was pushed to silence.

Ignoring her desire to study journalism, she instead followed the advice of her family and peers who believed in the secure path of business. In 2005, right after graduation, she enrolled at Sheridan College Institute of Technology and Advanced Learning for Business Administration. Reid lost the battle of schooling to her loved ones and her internal battle to do what she truly desired. Not long into her program, going to school and even waking up out of bed became unbearable. Reid increasingly became anxious and intolerably sad. Through this period, she suffered in silence as she plastered on a smile everyday and feigned excitement about her life in the presence of others.

Regrettably, Reid made the decision to end her life during her second year of college. With the belief that it was impossible to bounce back from her misery or shut off the tiny voice inside her head, she struggled with suicidal thoughts and then one day chose to honor them. But God had another plan for her life. In 2010, she was officially diagnosed with

depression, but after speaking with her doctor, she was now on track to live a healthier more fulfilling life.

It was with this diagnosis, that Reid finally decided to pursue her passion despite the negativity from her family, friends and even teachers who all believed that she would never make it as a writer. Determined to prove herself right, she set out to become a writer by any means necessary and dropped out of college the years prior in pursuit of saying yes to her heart's desires.

### **Canadian Journalist & Author**

But, what a difference just a few years makes. By studying her craft, networking and connecting with mentors, Reid was able to secure a job working for one of Canada's top publishing houses. Today, Reid is a published writer who contributed to the Toronto Star, Vancouver Sun, Toronto Sun, Calgary Herald and National Post for several years. She has interviewed many notable and high-profile individuals, such as: Olivia Newton- John, Sarah McLachlan, Dr. Mehmet & Lisa Oz, Tonya Lee Williams, Brent Butt, Rick Mercer, Jillian Michaels and more. Establishing herself as one of the leading journalists within the organization, Reid covered a range of topics including: health, business & finance, fashion, lifestyle, travel, music and even things that matter in our everyday lives such as politics and world issues.

Staying true to her childhood vision, Pauleanna has recently added the title of Author to her list of accomplishments. Her debut fiction novel, *Everything I Couldn't Tell My Mother*, was published in Spring 2014 and quickly topped the charts as an Amazon best seller. In less than two weeks, it debuted on the charts at #16 in the Children's, Girls and Women's Books category and #47 in the paper and hardcover fiction books category. The message of the novel; a coming-of-age story for any woman who has ever questioned her sexual maturity and readiness, stayed silent at a time when she should have spoken up or accepted treatment that was less than what she deserved, resonates with young women yearning for their own stories to be told.

Alongside a co-writer, Reid is developing the screen play based on the best seller. Her dream is to write and executive produce the feature film surrounded by industry professionals who can assist in shaping and executing her vision.

## **Ghostwriter**

When she's not crafting and editing her script, Reid is ghostwriting and developing content for high-profile CEO and celebrity clients which connects them with their target audiences in a meaningful way. She is the founder of WritersBlok, a specialized team of freelance writers from various backgrounds who have produced content for some of today's most popular websites and major media outlets. Bringing brands to life, her career highlights include penning a speech for the 2016 Forbes Women's Summit and producing bylines and op-eds on high traffic websites and publications such as Fortune Magazine, Forbes.com, Elle.com, Vogue.co.uk, Huffington Post, OnMogul.com, Madame Noire and more.

## **Other Media**

Reid's entrepreneurial spirit and published writing has provided her a platform and opportunities to expand her brand. As an on-air television personality, she has provided insight and expert advice on topics of mental health, personal development & inspiration with appearances on platforms such as: MTV Canada, Rogers Television, Global Television, Vibe Vixen, The Queen Latifah Show & Essence Magazine.

## **Motivational Speaking & Philanthropy**

With a tremendous story of struggle then triumph, Reid's story exemplifies what it means to gain control of one's life through self-determination and blind faith. With the discouragement of the naysayers, Reid learned to silence the noise of those around her so that she could hear her own voice louder. This self-reliance is the motivation to focus on making sure that people, especially young women, learn to believe in themselves despite their perceived flaws or negative situations.

Lifting oneself out of current circumstances takes commitment, strategic planning and resilience. These are exactly the traits Reid used to help carve the career of her dreams. As writing was previously Reid's main outlet to express herself, she now looks to speak up and speak out to help others. A voice that was previously silenced, she now uses it to help others dream bigger. By building a niche following for her brand, requests to hear Reid speak mounted. She often shares her voice and wisdom speaking at churches, conferences, schools and organizations such as: Black Pearls Community Service Inc, the RISE Above Young Women Empowerment Conference, The Boys & Girls Club of East Scarborough, Loretto Abbey Catholic Secondary School, SIPO Foundation, Junior Achievement, Georgetown University, Uniquely You Summit, the Her Way Conference in Washington, DC and her old high school, North Park Secondary School. Attendees of her speaking engagements often describe her style as "one that keeps you engaged, informed and ready to learn more."

## **New Girl on the Block**

Her proudest accomplishment is [New Girl on the Block](#), a mentorship program for millennial women in transition. As a self-taught renaissance woman who has mastered the art of getting stuff done by attacking her goals with heart, hard work and through building healthy relationships, Reid started the mentorship program in collaboration with her business partner, Safia Bartholomew. They help their mentees take their distant dreams and turn them into noteworthy achievements.

The heart of the organization helps tackle Gen Y's biggest challenges and equips every student with innovative solutions to get them ahead in life. From recent graduates to new business owners, from career changes to quarter-life crises, Reid is a leader of the new school and has successfully mentored more than 100 women globally – students, writers, artists, real estate agents, new business owners, Professional Athletes and speakers. Hospitality specialist, Alisha Wedderburn, recommends Reid's program stating: "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 honest feedback that will propel you forward if you're willing to do the work."

## **Mogul Talk**

The world of business is constantly changing. As a mogul in the making, she knows her success depends on her ability to stay ahead of the game. Reid founded [Mogul Talk](#). Inspired by her ever-growing desire to connect with like-minded individuals, she created this mastermind series for millennials on a mission who possess innovative ideas, a willingness to take risks and can't imagine themselves doing anything else. Reid hosts monthly meet-ups which focus heavily on personal development, ballsy career strategies, and life planning. As a result, all members are provided with encouragement, advice, constructive feedback and hold each other accountable.

## **Her Vision for the Future**

A big dreamer since childhood, Reid continues to fight for everything that she loves. She lives in a world of yes and will not stop until each item is crossed off her bucket list. Keeping in mind that progress is a process, she is actively working to achieve specific goals in the near future; from meeting her biggest inspirations LinkedIn CEO Jeff Weiner, Professional Writers Shonda Rhimes and Issa Rae to completing her second novel; from creating engaging curriculums for underprivileged youth to world travel. Going back to school is also a top priority seeing as she dropped out of college years ago. Reid has no limitations and truly believes there is no lid on her potential.