

Writing and Ghostwriting

Sue Johnston was a secretary and part-time student when her economics professor returned a class assignment with a comment that changed her life. "This paper probably deserved a B, but I gave it an A because it was so well written."

Yowza! Maybe it was time to take writing seriously.

In the years that followed, aided by her knack for cutting through the clutter and presenting ideas clearly and imaginatively, Sue's done just about every form of non-fiction writing.

- As a broadcaster, she's written TV news scripts (always tailored for the anchor who'd be reading them) and worked as a reporter covering everything from politics and environmental issues to bubble-gum contests at the local library.
- In daily newspapers, Sue covered city news, wrote for the lifestyle section (food, fashion, fads and fun), and was an entertainment critic and columnist.
- She's written dozens of magazine articles on everything from a day at the spa to the international captive insurance industry and, as a magazine editor, turned many a sow's ear into a silk purse.
- In corporate communication, her primary role has been to engage and inspire employees, although she has written for investors and consumer audiences and produced more news releases, corporate brochures and web sites than she can recall.
- Sue's written articles and speeches for executives and, 14 years and three jobs later, one of them is still using a phrase she dreamed up for him.
- As a trainer, she's designed courses and learning materials for both "soft" and "hard" skills. (Then she moves into the classroom and teaches them or trains others to do so.)
- Sue's been published in academic and professional journals as well as consumer and special interest publications.
- Her piano teacher even hired her to write lyrics for his songs. (Stay tuned!)

Today, Sue's own writing is focussed on the areas of interpersonal communication, leadership, team effectiveness and personal development. She's heading to Fiction Writer's Boot Camp, this summer, to get ideas for her new favourite writing genre, "business fiction."

You'll find samples of her writing at <http://www.itsunderstood.com/resources.htm> and can read her full résumé at <http://www.itsunderstood.com/docs/Sue%20Johnston%20CV.pdf>.

Whether she's writing for her own by-line, ghostwriting for you, or writing for an organization, Sue approaches every story from the audience's point of view. She's spent years studying ways to get information out of one person's head into other people's heads – and into action.

So if you're looking for someone who can help you put your ideas into words – or help you do it faster – Sue can help. Using your voice, she will focus on what's important and translate your ideas into actionable messages your audience will understand.

Contact Sue to discuss your writing project and how she can help you bring it to life.