**Susan Grossman** <http://www.susangrossman.co.uk>

**Career & Workplace Coach, Journalist, Media Trainer & Writing Mentor**

# ****PROFESSIONAL COACHING Coaching for work**: buildrelationships, confidence and career progression: for CEOs, managers and staff. **Coaching for you:** explore career paths and other options. 1:1 or group work.**

# *'Susan has not only pepped my motivation to succeed, but made me feel like anything is possible. She helped facilitate an upsurge in my output and knows the media industry very well indeed..'* Lucy September 2013

**MENTORING** Improve your writing and pitching skills. Job progression. Broadcast, online, in print.

FREELANCE CAFES for journalists (PRs, photographers and bloggers). Friday am. Covent Garden from 19 September. £50 per 2 hour session or £240 for block of six sessions. Drop-in available.

Tuesday morning sessions in Hampstead *(£10 discount if booked and paid for by Sept 1).*

Feedback and constructive criticism on ideas or work in progress. Find angles to match readers' interests, new outlets for story ideas, bring along blogs, ideas, pitches in confidence. Crack social media. Get motivated and the confidence to approach new editors and network effectively. Maximum 8.

***Who for?*** Freelancers, women returners, former editors, new journalists, photographers, PRs, bloggers and media professionals.

**You will be encouraged to react to 'news', develop ideas, and bring along ideas or pitches for feedback. We will look at interview skills, finding topical hooks and the market for 'content' and storytelling, online and in print. Identify suitable outlets and get the confidence to approach named editors.** You may want to write reviews, improve interview skills or identify experts for quotes.

***'Without your support I would still be struggling. I've got something in* The Sunday Times *today and in The Independent next Saturday. It really is a dream come true. Thank you!!*** ' **Aaron June 2011**

**SOCIAL MEDIA**: Making Twitter Easy

**How to use Twitter to promote yourself or your business, increase earnings, simplify research, find case studies or experts. Get started, understand twitter speak, follow and get followed.**

***'Susan could not have been more knowledgeable, patient and thorough'*** Fri Sept 13

**TEACHING: courses, evening classes, summer schools**

City Lit (Freelance Journalism); City University (short course Monday eves Freelance Writing), Westminster University (Journalism MA, travel and feature writing).

***'Your journalism course at City Lit has done wonders for my self-confidence, I feel, for the first time, that I know who I am and what I should be doing'.***Ceinwen Nov 2013

MEDIA TRAINING **In-house media and editorial training for entrepreneurs, marketeers and PRs: interview skills, writing OpEds, preparing video content, getting your message across, working with clients, blogging and social media. Improve pitching skills, identify editors and outlets and impress clients. Place comment pieces. Explore new outlets from customer publishing to digital e-zines and identify editors. Help with structuring features, writing columns, interview skills and making story telling topical.**

WRITING NON FICTION? **Help with developing ideas, focus and editing. Also preparing a ‘package’ or pitch for an agent or publisher.** Feedback given on work in progress.

BLOGGING How to write absorbing content, monetize your blog, and publish mainstream.

**SUSAN GROSSMAN** is a certified workplace and career coach and writing mentor. She has been a journalist for 30 years; editing magazines (Redwood); freelancing for the nationals (travel, food and health), broadcasting for BBC Radio 4 and presenting TV programmes for BBC2. She was a hotel inspector for the BTA. She is a lecturer on the MA in journalism at Westminster University, at City University and the City Lit in London. Susan uses a challenging approach to coaching, has a certificate in Coaching for Leadership, and an ILM5 Coaching and Mentoring certificate.

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