

# THE BUSINESS OF STORYTELLING



**PATH TO PUBLISHING**  
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## OVERVIEW

Path To Publishing has developed as a strong, competitive business online, in the greater Las Vegas community, and beyond, being helped by and helping other businesses and organizations along the way.

We are a service provider for all things literary, and we believe that achieving success in business comes down to storytelling. A well-told story is a memorable one, and being the story that people remember will bring them back to your brand when they need what you offer. To this end, our work focuses on bringing awareness to our clients' brands and customers to their businesses with strongly-crafted written content in the form of engaging personal narratives and bios; compelling business brand stories; educational and informative website copy, articles, and blogs; effective video scripts, social media text, speeches, and more. Our literary professionals and industry experts are here to take words about you and your business and turn them into literary art that prospective customers and clients will remember.

Like any other business owner, Joylynn M. Ross--the founder of Path To Publishing --is interested in increasing our organization's clientele, but she would rather share her knowledge and experience than see a fellow business suffer because they don't have the tools, resources, and information that is in her power to provide.

We are excited about providing fellow business owners and businesses with the sort of engaging, edifying content that will help them share their stories and move them forward in growing their business. While doing this, Path To Publishing will provide them with the tools to continue telling their story with the desired outcome and reach.



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## WORKSHOP SUMMARY

The heart of a business is reliable and relatable, and Path To Publishing is here to make it relay-able. Sharing the heart of a business necessitates going beyond the why and articulating the who, what, and how.

This is **reliable** content because it is part of the origin story; and although businesses may grow and develop, the beginning, big or small, adds value to the journey. This is **relatable** content because background stories remind everyone that they started from somewhere and are still on path for what is to come.

Path To Publishing utilizes proven strategies to make the heart of businesses **relay-able** in a way that connects to their target audience. Getting to the heart of a business provides a strong foundation to build effective storytelling techniques that bring awareness to brands and clients to businesses.





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## WORKSHOP AGENDA

### DEFINING YOU & YOUR BUSINESS

- WHO YOU ARE
- WHAT YOU DO
- HOW YOU DO IT
- HOW WHAT YOU DO HELPS OTHERS

### THE CORE OF YOUR BUSINESS

- HOW IT STARTED
- WHY IT STARTED
- WHAT KEEPS IT GOING

### EFFECTIVE STORYTELLING

- VULNERABLE
- EMPOWERING
- QUOTE WORTHY (REMEMBERABLE)

## WORKSHOP FEE CONSIDERATION

PLEASE CONTACT [INFO@PATHTOPUBLISHING.COM](mailto:INFO@PATHTOPUBLISHING.COM) FOR  
WORKSHOP PRICING



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## INSTRUCTOR BIO

Joylynn M. Ross, CEO and Founder of Path To Publishing, is a 25-year-plus literary industry professional. She has experience as a traditionally published and self-published author with over 40 books and publications in circulation. Joylynn has also served ten years as an acquisitions editor and is currently a literary agent who has landed her clients book deals with major publishing houses. She also now serves as a Media Spokesperson for SCORE, a nation-wide network of volunteers assisting small businesses.

Path To Publishing was founded to provide clients with the tools and support needed to develop, publish, and promote effective written communication strategies across a broad range of media.

Path To Publishing's distinctive services produce measurable competitive advantages in today's high-stress business climate. As a writing and publishing service provider, the team of literary experts approaches each business opportunity with a spirit of excellence. Path To Publishing operates in full recognition that clients entrust their successful outcomes to Path To Publishing's results-driven writing, branding, and publishing services.

Path To Publishing, a tradename of End of the Rainbow Projects, Inc., was incorporated in the year 2000. Primarily, operating online through [www.pathtopublishing.com](http://www.pathtopublishing.com) and [www.joylynnMross.com](http://www.joylynnMross.com) websites, Path To Publishing is the premier African American and woman-owned author assistance literary service provider, and publishing education institution.

