

PROJECT: Professional biography for a an "About Us" web page

CLIENT notes exactly as presented (without personal information)

[NAME] grew up in the south with small town hospitality. Her love for people, travel, and different cultures have (from Alabama to Atlanta)

While in high school she took a hands-on course in child-care mainly because it seemed to be an Easy A and fun. Little did she know that it would end up being a main road on her life's journey.

Montessori school: [NAME] began working at the local Montessori school. She was hired on to assist the afterschool program director. Only 2 weeks in, the afterschool director quit. She was left to man the ship, a ship full of 15-20 wee little people, time to sink or swim. [NAME] swam. Not only did she swim, by using her quick creative thinking, but she was promoted to afterschool director.

In home daycare: Later [NAME] was given a small grant/gift to start an in home day-care. It wasn't a typical babysitting service, but a well thought out structured educational program/service.

Financial Training: Her mother equipped her with managing money well & good work ethics, her father also a hard worker inspired her to have a large vision and dream big. She independently studied financial management and enrolled in a 1yr long financial class at her church, a prerequisite for serving in the financial ministry. It was during this time that she had a vision of combing the two, her interest in money management and her love for children.

Thus the birth of [COMPANY]. A non-profit that taught children good stewardship and financial literacy. An essential life skill that was not being taught in school.

[PRIVATE SCHOOL NAME]: Participated in [PRIVATE SCHOOL NAME's] enrichment classes for their afterschool program. Teaching [COMPANY] classes.

Growth of [COMPANY]: Lead [COMPANY]. for approx. 10yrs. Implemented [COMPANY]. program into children's ministry at church that included 10 volunteers and 5 classes, age ranging form K-6th gr. Takes a lot of passion, creativity, and leadership to motivate volunteers to be in place and on time consistently.

Nanny Positions: She worked in various childcare settings that eventually evolved into working with individual families. Her knack for fitting into the homes/families' culture, pleasing personality, detailed work ethics soon landed her in the homes of Corporate VP's, professional athletes, authors ;0 and entertainers. [NAME] was called in to do a temp job for an athlete who had out of town guest with an infant that required overnight care. The athletes wife was so impressed with [NAME] that she hired her as their full time nanny.

Worked with multiple sets of twins. Working with a celebrity requires a lot of PATIENCE, discretion, fore thought, confidence, can do attitude, attention to detail, intuitiveness, always being prepared- but not always knowing what your preparing for 😊

Patience	fun
Fit parents /family culture	flexible
Nonjudgmental	integrity
Nurturing	loyal
Boundaries	discretion
Loving yet firm	relationship building
Detailed oriented	
Prepared	
Anticipated employees and child's needs	
Thick skin...kids can be mean	
Conflict resolution	
Has a sense of when to step back and when to step up & take charge	
Creative	
Insightful	
Energetic	

AFTER: Jennifer Elin Cole, writeforyourbrand.com

“Working with a celebrity requires a lot of patience, discretion, forethought, confidence, attention to detail, and intuitiveness. A can-do attitude and willingness to always be prepared--but not always knowing what your preparing for--is a must!” If anyone knows the challenges and rewards of working in a celebrity’s home, it’s [COMPANY’s], [NAME].

When [NAME] chose a high school, childcare class anticipating an easy A, she unknowingly launched a life-long passion for childcare and household management. Early in her career [NAME] turned the experience of a sudden promotion to Montessori afterschool director into her own licensed, in-home daycare. Always seeking professional growth, a year-long financial management class became the genesis of her next business, [COMPANY].

[NAME] founded [COMPANY] in [YEAR], guiding elementary-age children towards good stewardship and financial literacy—two essential life skills rarely taught in public school. Ten years later she returned to her first love, in-home childcare.

Since [YEAR], [NAME'S] worked for corporate vice-presidents, professional athletes, authors, and internationally recognized entertainers. She's cared for several sets of twins, medically-challenged kids, and parents who value how intuitively she knows when to take charge and when to step back. Originally from a small town in Alabama, [NAME'S] traveled the world managing logistics and keeping her employer's children safe. She co-manages [COMPANY] with this same genuine concern, attention to detail, discretion, and integrity.