

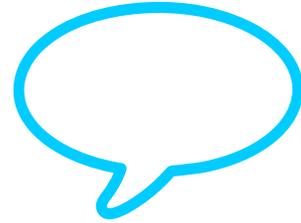
# We'll help you find your story.

We did it for the President of the United States.

We've done it for the most prominent executives,  
entertainers, philanthropists, and athletes in the world.

**We can do it for you.**

**WEST WING WRITERS**   
STORY IS STRATEGY™



**West Wing Writers will help you define your message.  
Argue for action. And share the story at the heart of your strategy.**

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We believe that your story is your strategy. That every person and organization has a unique story to tell—one that can inform, influence, and inspire.

And we believe that every leader can be a *thought leader*, whose ideas change the conversation—in an industry and beyond it, in support of an issue, or in support of a greater purpose.

We are veterans of Bill Clinton’s White House and Barack Obama’s administration—of campaigns, state capitals, and Capitol Hill.

We are authors and teachers; journalists, columnists, and humorists. And since 2001, we have brought the art of speechwriting to the craft of message-making for leaders, organizations, and brands.

# In short, we help you to develop, express, and amplify your ideas.



develop  
ideas

express  
ideas

amplify  
ideas

## We work with you to shape your story through:

- conversation audits
- message frameworks
- thought-leadership platforms
- book blueprints & proposals

## We help you share it through:

- manifestos & narratives
- talking points, speeches, & presentations
- opinion essays & written communications
- manuscripts of all lengths

## And we help you maximize its reach and impact through:

- coaching, training, & workshops
- strategic scheduling & placement
- political-style, public-affairs campaigns
- publishing & promotion with

**DISRUPTION BOOKS**

Introducing:



## Match messages with moments— to move the crowd and the conversation.

To be a thought leader, you need compelling insights, original ideas, and a call to action. But you also need something else: the right audience.

Search the web and you'll find, in a split second, a thousand conferences on a thousand subjects, all happening at once. But which ones are worth your time? Which ones have the audience that needs to hear your story? Where will you find the people you need to reach, impress, and enlist?

West Wing Writers' Amplifind portal can help you identify the venues and audiences that matter most.

Using our proprietary database with thousands of events, we help you match messages to audiences and build a custom event speaking strategy. With our decades of experience and relationships in the world of high-stakes communications, we can help you book key events and conferences.



## **Bold Books. Better Publishing.**

After years of experience with the publishing industry, we concluded that it was badly broken, and unable to meet the goals and timelines of high-profile authors with provocative ideas. So we founded a publishing company with these authors specifically in mind.

We publish nonfiction that will start conversations, shift perspectives, and influence outcomes. And our books present big ideas from leaders in diverse fields such as politics, philanthropy, business, and activism.

Our approach is different from traditional publishers—and that's just the way we like it. We offer our authors:

- **Full editorial control of their manuscript.** We recommend the most strategic way to structure a book, and to define its tone and content, but we give our authors ultimate authority on the direction their book takes.
- **Guaranteed publication.** We publish without the representation of an agent, based on our authors' timelines and the timeliness of a book's content, rather than the constraints of a traditional publishing calendar.
- **Ownership of the editorial rights and a larger share of royalties**—with access to most of the same distribution options as any of the major publishers.

# We follow the same approach today as when we served at the highest levels of government.



**First, we listen.** We conduct targeted interviews in which we ask questions of each senior leader and any other stakeholders who should be consulted. Since our clients' time is so valuable, we don't waste a second; we record and then transcribe the interviews to capture every insight.



**Second, we research.** We review every story, article, book, video, and interview transcript we can find on our clients, their organization, and their sector—as well as the promotional materials of partners and peers. This is how we identify blank space in a conversation—and position you to fill it with your ideas.



**Third, we write, collaboratively.** We craft outlines, produce first drafts, and proceed with as many revisions as necessary. We marry information to memorable phrases, meaningful statistics, colorful images, vivid anecdotes, and stories told in the way that people experience them. We don't put words into the mouths of our clients, but rather help them give voice to their own best ideas.

# You know our clients, but we promised not to tell who they are.



business

**In the private sector**, we partner with the iconic CEOs who lead *Fortune's* Most Admired Companies, the groundbreaking CMOs who steward *Interbrand's* Best Global Brands, and the visionary entrepreneurs behind *FastCompany's* Most Innovative Companies.

philanthropy

**In philanthropy**, we work with leaders at both the oldest foundations and the youngest — legacy institutions that bear names of industrial and technological giants, as well as pioneering organizations that invest, influence, and give in new ways.

culture

And while **our clients have earned Emmys, Grammys, Oscars, and Tonys — as well as Lombardi and O'Brien Trophies** — we help them advocate for the causes in which they believe, and lead the movements that are changing our culture and country.

On behalf of the entire  
team at West Wing Writers,  
thank you for the opportunity  
to share this prospectus.

We help good ideas get heard,  
good organizations lead meaningful change,  
and good people make a difference in the world.

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