

KATIE PONTONE

CONTENT DEVELOPMENT / MARKETING / PROJECT MANAGEMENT

WRITING SAMPLES



Client: Jodi Hume

On Call Decision Support

Let's talk about what that is - and what it's not.

The support I offer is not therapy, and it's not business coaching. It falls somewhere in between.

As an entrepreneur, an executive - a business leader in any capacity - you are making decisions every day that many people in even your inner circle simply don't understand. You may not be able to take these dilemmas to your board, your executive team, to your partner.

It's here that I can help.

I understand these challenges and the dynamics that point to complex decision making. I understand it can be lonely where you're sitting. I'm your third-party, impartial listener and advisor - and I have your best interests in mind.

When something's just not "clicking" and you need to find a way out of your indecision to get back on your path of success - you and I can work through that.

When personal feelings are clouding an issue with your team - I can provide the outside perspective to find clarity.

When real emotions mix with real business dilemmas - we can untangle that.

And no one else needs to know about any of it.

It's a rough world out there and I want you to know, you are not alone! Business is not easy. And I'll let you in on a little secret: I promise you that almost every executive you meet is dealing with the same struggles on an ongoing basis. It's normal.

These are the things they don't teach you in business school. These are the difficult choices that your employees and even contemporaries may not understand.

I do. And that's why I'm here. In times like these, you can call me.

There's a little saying on the home page of my website - the air is thinner at the top. There's less breathing room.

But - deep breaths can be found. Make space for them. It takes a lot of determination to get where you are, but the view is beautiful.

Give yourself the time and investment of a trusted advisor to hang out at the summit with you.

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Client: Birth Monopoly

New Article in Parents Magazine Nails It - Know Your Rights

Parents Magazine has come through in a big way to spread the absolutely vital message that birthing people have rights.

Ever-changing hospital policies sweeping through the system due to COVID-19 have really complicated things even further for those giving birth. I've talked a lot about this.

To have Parents Magazine chime in on the same vibe is huge.

This is what's normal, folks:

"Pregnant people have the same health care rights as anyone else: the right to decide who touches them, the right to make all decisions in their health care."

That's a quote from yours truly. Read the full article [here](#).

So what do we do next to keep this message propelling forward? To keep spreading the word?

I've got you covered. Stay tuned for next week's announcement of our newly revamped online class "3 Things Every Parent Needs to Know About Hospital Birth."

In the meantime - share this article.

New Podcast With My Mom!

As I celebrated my birthday this month, I realized I had never really talked to my mother about my own birth story. Join me in reliving that experience with my mom, Michelle Pascucci, as she recalls what it was like to give birth - and feed a newborn - in 1979. While she had a great experience with childbirth education (I had no idea she used Lamaze with me!), there were times in the hospital she wished she was provided more guidance.

As my mom and I delved into family history I also discovered some fascinating details about my maternal grandmother, who was a nurse for 50 years - including her relationship with the healthcare system during her time, and some deep trauma she suffered in her relationship with hospitals and doctors.

The story of that trauma, which I had never before heard even a whisper of, blew my mind.

Listen to the story [here](#).

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Client: So Here's My Story - podcast

If You Remember Nothing Else - Remember This

If you haven't checked out our featured episode, Remember This One Thing - today is your day. This one is a treasure trove of communication wisdom that no one should miss.

We share our stories of finding the perfect schools for our kids. A pretty run of the mill experience for most parents. But it's not cut and dry.

We heard multiple presentations. Some bored us to tears, some made us cry.

Yes these are sales presentations. Each garnering a unique impression - an opportunity to frame what each participant walked away remembering.

Hear all about it here.

And remember this - So Here's My Story will help you tell yours.

Unlock Your Story With This Key

So here's your story.

It's an incredible one - full of nuance, context, hidden meaning and an ultimate message that packs a punch.

Are you telling it clearly? Is it hitting that mark? Are people picking up on just how valuable your story is?

We've got an episode for you. It's for everyone. Because we all need crystal-clear yet creative language strategies so we can convey our shared experiences.

Check out our featured episode, Metaphor and the Danger of Words.

Because - yes - without harnessing that power of impactful communication, our stories are in danger of falling flat.

We won't let that happen to you. Let us show you the power of the metaphor.

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Client: Evidence Based Birth - podcast

How Can We Provide Community Specific Birth Support?

In this week's podcast I interview Ngozi Tibbs, a certified childbirth trainer and educator, an international board certified lactation consultant, and co-founder of the Pittsburgh Black Breastfeeding Circle. With a Bachelor's degree in maternal child health and a Master's in public health, Ngozi has served as a private and community based doula, currently provides childbirth education and lactation consulting, and is involved with the non-profit Healthy Start.

Often known to share her personal birth stories - including her fifth child's birth in a car - she believes the best way to approach birth and breastfeeding is through lots of support and humor.

I had the privilege of listening to Ngozi speak quite a few years ago at a conference, and I was so impacted by her presentation that I included a story about that experience in my book, *Babies Are Not Pizzas*. In this interview, we have a candid conversation about community support, racism, and the needs of today's birthing families.

Download the podcast via iTunes, Stitcher, or Spotify!

The Emotional Journey of Writing My Book

My weekly EBB Book Podcast updates are bringing you a behind-the-scenes look at my new book, *Babies are Not Pizzas*, which will launch this August!

This week, I want to share with you some personal insights about my emotional journey during the writing process. This book tells my story and I needed to share it just the right way. I also had to take a deep examination of some very difficult times in my life. As many of you know - that kind of introspection is not easy!

I learned so much along the way, and I want to share those insights with you.

Download this week's Book Update podcast on iTunes, Stitcher, or Spotify!