



## Yvonne Reddin Profile

Yvonne Reddin is a Freelance Writer and Content Creator with a background in Journalism. She holds a Post Graduate Diploma in Teaching for Further Education/Adult Education.

She has always had an interest in writing about core news values and social issues relatable to her own environment and background.

Yvonne has written articles on social issues from Alzheimer's, community topics, profiles on companies, travel pieces, film/book reviews and short articles for a children's website.

Yvonne also provides Creative Writing classes for communities and companies and incorporates basic grammar skills into her style of teaching. Yvonne recently talked to Ryan Tubridy on the value of community centres in societies and the inspirational people behind these centres.



Yvonne always had an interest in the human interest side of stories and had articles published in the Irish Independent, U Mag and Ireland's Own.

She set up her own her personal blog on parenting alone called 'Sleeping with the Dishes' which you can find on her website [www.yvonnereddin.com](http://www.yvonnereddin.com)

Yvonne has worked for the Dun Laoghaire Gazette and Futura Communications working on their trade publications Menswear and Footwear in Ireland.



*“Writers understand every word weighs more than the quantity of the text. When the words flow, the narrative will follow.”*

*Yvonne Reddin*



# Professional Services

## Copywriting

**“Once Upon a time, there was a princess locked up in a tower in a castle deep in the woods.”**

**Yes, this reads ok but what if it was written like this...**

“Once upon a time there was a beautiful princess called Ella. She had skin so fair, her eyes were dark like chocolate buttons and her hair draped down her back like a cloak. Her mouth was just the right shade of pink. She was by far the most sought-after princess by all men far and wide. She smiled down from her tower to all the suitors that came for a glance of her beauty and to ask for her hand in marriage. Who would not want a bride as beautiful as she?”

- Using your five senses can add colour to writing and brighten up a dull paragraph.
- Do you want to explain more about your brand or indeed the person behind your brand.
- Do you need help writing a tweet? How do you get the right word count in messages with word count limits.
- Have you got very little time to write your daily/weekly posts.

Creating the right content for your business can be time consuming and exhausting. Copy writers can improve your voice and your message, tailored to your website, social media and business ads.

Words can be a powerful ‘voice’. Let me be your voice.

## Specialist Areas of Expertise

Online/Web content, Copy Editing, Proofreading, Individual/Business Profiles, Advertorials, Interview Style Articles, Press Releases, Creative Writing Classes.







# Talk Learn Connect

with Yvonne Reddin



Talk Learn Connect

## Talk Learn Connect Series

### **Talk Learn Connect (TLC)**

During the lockdown and the pandemic, Yvonne developed and designed an interview profile piece called Talk Learn Connect (TLC).

Wanting to find out more about the people behind the brands, Yvonne has interviewed more than twenty people from all types of backgrounds.

This has been a very successful project and is incorporated into Yvonne's services due to its popularity on platforms including LinkedIn.

A Talk Learn Connect profile is beneficial to any company in promoting their business and personalising their brand.

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### **TLC: Featured Interviews**



Lorraine Keane



Keith Kelly



Bibi Baskin



Patrick Osborne



Pamela Finn



Russ Hedge



## Live Interview Series

### [Once Upon a... Pandemic](#)

Once Upon a... Pandemic is a video series about sharing stories and staying positive through the challenging times of the pandemic and lockdowns.

My conversations are with people from around the globe, sharing tips on how they are managing working from home, home schooling and just surviving it all.

My guests include business owners, coaches, authors, parents and people from various professions.

View a selection of interviews below and full series available on my [You Tube Channel here](#).



Paul Howard (aka Ross O'Carroll Kelly)



MayKing Tsang



Dan Gingiss

### [The Writer's Mindset](#)

The Writer's Mindset is a video series chatting to writers and storytellers about their career in writing incorporating the 5 W's of writing as my question format-

'Who, Where, When, Why, What'

I chat with people from all genres of writing - learning about the mindset of a writer.

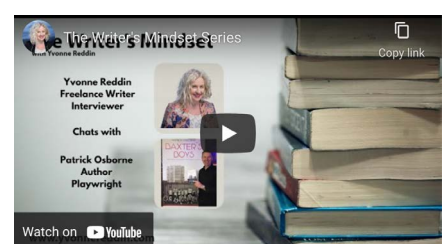
View a selection of interviews below and full series available on my [You Tube Channel here](#).



Jules Coll



Conal Creedon



Patrick Osborne





# Testimonials

## Howard Hughes



*Direct sales | Online leadership education | Global awards | Resale opportunity | Firewalk instructor. #Lifestyle #Leadership #Firewalk*

*What a pleasure it was to work with Yvonne for her Talk Learn Connect series. Yvonne's journalistic integrity stood out through the whole process from her engaging questions to editorial discretion of the content. As a consequence of Yvonne's series, my profile was raised and her ability to story tell articulated an additional dimension to my brand. Thank you, Yvonne.*

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## Rachel Gotto



*Keynote Speaker - Expert at Overcoming Challenge - Clinical Hypnotherapist*

*It was an absolute pleasure to be interviewed by Yvonne Reddin for her Talk Learn Connect series of articles. She is an amazingly warm and approachable journalist who's middle name is professionalism. Every detail is attended to and she checks every fact making it her business to profile her guests as their real authentic selves. I feel so delighted to have met her and I'm even more delighted to have been included in her work. I wish her well in all future endeavours. Thank you Yvonne. Warmly, Rachel Gotto*

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## Anne Mangan



*Career Development & Educational Consultant*

*Preparing to present at a conference, I wanted my PowerPoint presentation to be impactful with images that participants would be likely to remember. Yvonne took time to understand the essence of the message and devised a presentation that I am very happy to roll out again and again. Thanks Yvonne. Anne Mangan, Educational Consultant/Career Development*

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## Marguerite Penrose



*Healthcare Administrator Volunteer Client Assessor @ SOSAD Charity Reiki Master/Teacher  
#IAmAntiRacist*

*From the beginning Yvonne was extremely professional, helpful and a great motivator. We have talked many times over the past few weeks and she is a foundation of knowledge, encouragement and positivity. Throughout my writing of the interview, Yvonne touched based with me and offered any advice I needed.*

*Over the last few weeks, I've read all the interviews, and Yvonne's question's definitely manage to capture each person's story. I would highly recommend working with Yvonne, she makes the writing process look effortless, her support is genuine and was greatly appreciated. Wishing you every success. Huge regards, Marguerite*



# Contact Yvonne

## Delivering Excellence Through The Power of Words

*If you would like more information on the services Yvonne provides  
Please reach out and contact or connect today*

### Social Media Profiles



[Yvonnereddin.com](http://Yvonnereddin.com)



[@Yvonnereddin](https://twitter.com/Yvonnereddin)



[Linkedin.com/in/yvonne-reddin](https://www.linkedin.com/in/yvonne-reddin)



[@yvonnepreddin](https://www.instagram.com/yvonnepreddin)



Once upon a time a girl had a dream to be a creator of stories and to share them far, far and away...

I am a Freelance Writer, Journalist and a teacher for Further Education/Adult Education. I have always loved writing about the human interest side to a story. The real story where people can connect and relate to a shared experience. Everyone has a narrative - people are the stories. To tell a good story, you need to have found it first. Come in and read some of mine here...

#### SERVICES PROVIDED

If you require any of my services please feel free to get in contact with me. I would be delighted to help you. These include: Press Releases, Editing, Interview, Journalism, Press Releases, Speaking Engagements/Workshops, Teaching & the art of a Creative Writing Function



Visit [www.yvonnereddin.com](http://www.yvonnereddin.com) for more information.

Yvonne can deliver a range of professional services for your business and brand including Blog posts, Talk Learn Connect Interviews, Press releases, Advertorials and more.

Contact Yvonne at [yvonne@yvonnereddin.com](mailto:yvonne@yvonnereddin.com)

*"Your job is not to write copy. Your job is to know your visitors, customers and prospects so well, you understand the situation they're in right now, where they'd like to be, and exactly how your solution can and will get them to their ideal self." – Joanna Wiebe*