

SHOUTOUT DFW

LOCAL STORIES



Meet Shaundale Johnson, Certified Technical Writer & Freelance Editor

October 14, 2020



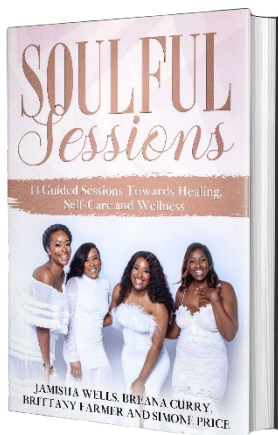
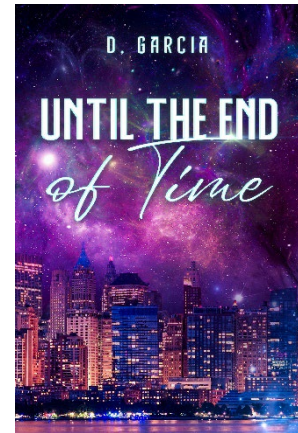
We had the good fortune of connecting with Shaundale Johnson and we've shared our conversation below.

Hi Shaundale, can you walk us through the thought-process of starting your business?

My thought process behind starting my own business was simply playing into my strengths. Writing has always been “my thing,” so it was a natural transition for me. It was a matter of what, who, when, where, and how; however, why was never even considered.

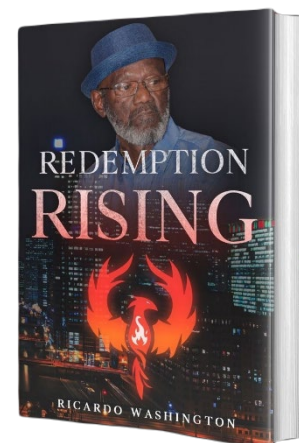
What should our readers know about your business?

An Eye for an I Editing is a premier editing service that specializes in written copy. What sets it apart is that it is minority-owned by an African-American woman who is a Certified Technical Writer and an award-winning freelance editor. I am also an international award-winning and Amazon best-selling author who is most proud that my writing speaks for itself and most excited about new clients finding me weekly. I attribute my success to being OCD with extreme attention to detail. Word-of-mouth advertising has also helped as referrals travel fast.



I started editing for a small group of friends and family in 2013 and decided to get certified in 2017 when my former boss started “leaning heavily” on my writing skills at work. After completing my certification at the University of Texas at Arlington (UTA), my clientele doubled, and I now stay booked months in advance.

Because of my love for writing, getting started was fairly easy. Editing was a natural transition; all I need is my laptop and WiFi, and I can literally work from anywhere. Editing affords me the opportunity to meet people, to write, and to travel—three things I thoroughly enjoy. Balancing my schedule is definitely my biggest challenge because if I could wake, eat, write/edit, sleep, and do it all again daily, I would be in literary heaven. What I’ve learned along the way is to make “good” connections. I researched several professional organizations but found Black Editors & Proofreaders to be the most beneficial. Before joining their platform, I didn’t consider people actually Google “Black editors.” Most of my clients have found me that way. In fact, many of them have decided to work with me



because of the transparency of my website (www.ShaundaleRena.com). I used to wonder whether to change the content, but clients would say they could relate to my story. So, if I could pass on one lesson, it would be #DontCommit2Crazy. That is my mantra. Life throws many curves, but if we lean into them, we might not crash so hard. Deal with whatever is dealing with you, so to speak, and move on... unapologetically.



If you had a friend visiting you, what are some of the local spots you'd want to take them around to?

If my bestie came to town for an entire week, and we got to chop it up in Arlington, I'd undoubtedly grab breakfast at Bay 34th Street Diner and make my way over to El Arroyo for lunch and margaritas. You cannot miss the Oasis at Joe Pool Lake on a Saturday night for dinner when the DJ is there either, although that is technically Grand Prairie. I'd also go to Jamaica Gates, one of my favorite spots, for some good Caribbean food and live music. (Fun Fact: The Food Network featured them.)

Besides food (told you I like to eat), I'd visit the Arlington Highlands for some shopping and Savor Coffee Bar for some downtime. We might also ice skate at the Parks Mall, but I'd opt to stay home for movies. (Pre-COVID19, we'd definitely hit up Studio Movie Grill, where I'd be reclining in a lounge chair, sipping on a glass of Merlot, and enjoying a Chilli Lime Chicken Salad.) I might also venture out to Lincoln Square for some Marble Slab or head downtown to Rita's Italian Ice & Frozen Custard and Truth Vinyl

record store afterward, but the rest would be up to our mood. (See how I came back around to food?!) Now, if I was a Dallas Cowboys fan, a “can’t miss” place to see might include AT&T Stadium. Notice I said, “If I was” and “Might include,” so it’s safe to say I’m not at all impressed with the new Cowboys Stadium. However, I do get excited about visiting other areas, like Grand Prairie, as mentioned above. For instance, the Grand Prairie Premium Outlets are nice; so is Hillside Village in Cedar Hill, as well as Sake Hibachi & Sushi Bar in Mansfield. All in all we’d eat, drink, and be merry. We’d also be cute because we’d spend an afternoon at European Nail Spa getting our hands and feet done.

AUTHOR | EDITOR | ENTREPRENEUR
& Radio Talk Show Host

Shaundale Hornes Johnson is the strategist behind *All in A Day's Work Consulting*. She specializes in the tactical planning and implementation of book publication and business development, and helps individuals tell their stories to engage their communities through personal growth while meeting civic needs.

With over 20 years writing experience, Shaundale holds a bachelor's degree in Computer Information Systems from Grambling State University and a certification in Technical Writing from the University of Texas at Arlington. She is the author of *Once Broken, Now Blessed* (2009), *Second Time Around* (2019), a contributing author of *If Only I Knew Then What I Know Now* (2017), which debuted at #16 on Amazon Self-Help/Self-Esteem, and a contributing author for *My Life, My Story: Collateral Beauty* (2019). More recently she is the creator of *With the EXes! Talk Radio Show* and can be heard every Monday as the unfiltered, captivating, and witty Stony Rhodes. Her candidness to ask the hard questions forces individuals to dig deeper within themselves for the thought-provoking answers only they can provide on their quest to live and be well in order to create the greater good they want to see in humanity. Who do you know ready to tell their story and be the difference they want to see in others?

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- **WITH THE EXES! ADVERTISING**
 With the EXes! Talk Radio Show offers opportunities for embedded websites/logos, show sponsorship, segment sponsorship, remote broadcasts, audio commercials, and introductory mentions for advertisers.
- **COACHING & CONSULTING**
 All in A Day's Work leverages relational currency to provide business consulting or personal development coaching. It is my goal to help you achieve the life you want without over-spending on what you don't.

"Imagine the impossible... with possibilities."
 ~Shaundale Hornes Johnson

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Shoutout is all about shouting out others who you feel deserve additional recognition and exposure. Who would you like to shoutout?

I have definitely had a stellar year due to connecting with Black Editors & Proofreaders, so shout-out to the “Sisters of Color” who level that group up!

Website: www.shaundalerena.com

Instagram: <https://www.instagram.com/ishaundale/>

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