Your Voice. Your Message. Done for You.

Strategic Content Creation

In today's fast-paced professional world, there's writing to be done, thought leadership to build, and messages that need to land with impact. That's where I come in.

From peer-reviewed manuscripts to polished LinkedIn posts and branded executive slide decks, I help leaders sound like the best versions of themselves—on paper, on screen, and online.

Why Partner with Sharon?

When you work with Sharon, you're not just hiring a writer—you're gaining a strategic partner. With deep experience in healthcare, leadership, and professional communication, Sharon knows how to translate complex ideas into content that connects, inspires, and drives results. She listens deeply, writes clearly, and brings a sharp editorial eye to everything from manuscripts to social media. With Sharon, your voice comes through—strong, smart, and authentically you.

You talk. I write. You shine.

What clients have to say...

"Working with you has been a game-changer. Your writing brought clarity, energy, and polish to my slide decks, website, blog posts, and scripts. You captured my voice perfectly and elevated every message. I couldn't have asked for more! Your use of words is your superpower."

Dina Readinger, Founder Diagnostic Design Thinking ™

"Sharon Weinstein has been a respected colleague for many years. When I completed my eighth book, Navigating Nursing's Future, I knew I wanted Sharon to write the Foreword because her depth of nursing knowledge is legendary, and she managed to surpass my expectations. Sharon encapsulated in a few pages how nurses can navigate an uncertain future guided by our past journeys to truly transform healthcare. Thank you, Sharon, for your expertise and your ability to guide us on our future journey!"

Sue Johnson, PhD, RN, NPD-BC, NE-BC, FAAN

"I had the privilege of working with Sharon as our key Advisor while leading Bayer's Healthcare Businesswomen's Association Ambassador leadership program. Sharon consistently brought clarity, strategic insight, and a strong narrative vision to our work, helping us shape a compelling direction for the entire initiative. I admire her rare combination of strategic acumen, writing excellence, and mentorship. She makes work more meaningful—and more effective."

Jacinta Carolina Reinikainen, Brand Marketing, Bayer Berlin, Germany

What clients have to say…

"What a great descriptor you created for my Model of Strategic Refocusing. Your comment, "Moving from Now to Next with Purpose, not Pressure," was great. You have a wonderful way with words that helps bring clarity to this process. Thanks."

Stephen Tweed Leading Home Care…A Tweed Jeffries Company

"Sharon is a true icon in the nursing profession, known for creating timely, relevant content that meets the evolving needs of healthcare professionals. Through her books, videos, and unforgettable presentations, she delivers insights that stick—engaging, practical, and easy to apply long after the session ends."

Nancy Rollins Gantz, PhD, DNP, RN, MBA, MSN, CGNC, CNEn, FFNMRCSI, FAONL,
National Secretary, Sigma Theta Tau International

"Your way with words is extraordinary—every application, CV, and document you touch is elevated, polished, and powerfully impactful."

Louise Jakubik , PhD, RN, NPD-BC, CSP, FAAN**,**
Owner, Nurse Builders

From blog posts to LinkedIn articles, resume writing to slide deck development, and scientific manuscript review and editing—Sharon does it all with clarity, strategy, and heart. Choose from three flexible monthly packages or opt for a single service based on your unique needs. Every assignment begins with a discovery call.

Custom Add-Ons (Call for pricing)

- Branded slide deck (up to 15 slides)
- Presentation script + run of show
- Title, abstract, and content outline for CE/CME submission

Sharon's Awards

Let's Create the Content That Gets You Noticed!

Contact: sharon@smwgroupllc.com Website: [https://smwgroupllc.com]

Custom pricing options available upon request. Let's create something exceptional together.

Sharon M. Weinstein GROUP
CONSULTING – COACHING – SPEAKING