



# CAPABILITY STATEMENT

Communications Consulting | Editing

## COMPANY OVERVIEW

Polished Editing LLC provides communications advising and editing services to individuals, commercial, not for profit and government organizations. Polished is a woman- and minority-owned business led by Founder and CEO Ayana Burch, a communications guru since 2009 who specializes in written and verbal communications, editing, branding, presentation coaching, and website audits. Our goal is to provide you with a refined and polished finish product that you are proud to deliver.

## ADVISING SERVICES

**Our trusted advising services will transform your content from the idea phase into a written/verbal expression or actionable plan that yields results.**

- Biographies
- Capability Statements
- Communication Plans
- Manuals/Standard Operating Procedures
- Presentation Coaching
- Pricing Statements
- Public Service Announcements
- Resumes
- Scripts/Speeches

## EDITING SERVICES

**Our editing services provide improved readability and include an overall structural and stylistic edit, tone and style edit, voice maintenance, basic proofreading, and editor's notes and comments.**

- Book Manuscripts
- Dissertations/Theses
- Essays
- Proposals
- Reports
- Scripts/Speeches
- Social Media Posts
- Website Audits

## PAST PERFORMANCE

- Edited published books, newsletters and announcements
- Designed and implemented communications plans
- Wrote capability statements, speeches and biographies
- Provided conference consultation and support
- Directed corporate videos
- Audited websites, edited resumes and created manuals

## NAICS CODES

### 561410

Resume, letter, editing & writing services

### 541611

Strategic planning consulting services

### 541612

Organization development consultation services

### 541820

Public relations consulting services

### 541840

Media advertising representative, e.g. independent of media owners



Founder & CEO Ayana Burch

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