



HELENA**B**COMMUNICATIONS

Unique, Great and Visible

Expertise PR Coaching for Thought Leaders

If you're the owner of a small marketing firm you are intimately acquainted with the increasing challenges, competition and difficulty in differentiating your business from others in your industry. To stand out, you must be unique, great at what you do, and most importantly, visible. Hopefully, you're already great at what you do, and optimally you're unique, in what you think, and in the ways that you help your clients solve problems. The next step is to become visible to key influencers and potential clients. You must become a recognized industry expert.

As a marketer, you already possess all the tools you need to raise your profile with your audience. Writing. Speaking. Strong opinions. I'm here to show you how and where to use them to create assets that will increase your credibility and visibility with the people who will want to hire you or know someone who should.

Through a series of weekly coaching sessions we will cover:

- What you're known for now, and how that differs from what you'd like to be known for. Ideation and exploration of your "perfect work life."
- The all-critical positioning statement: what unique thing you do and who you do it for.
- What message points to drive home with potential clients, influencers, media.
- The purpose of a website vs. social media; how to use both to best advantage.
- Website content strategies and structure.
- How to get speaking and panel gigs.
- Help identifying outlets for articles, guest blog posts. How to write a pitch letter.
- Why you should write a book, or if you already have, how to promote it.
- Effective networking and relationship-building strategies.
- Ongoing: identify and remove obstacles, transmit business-related information (articles, books, systems) that will help you move more quickly toward your goal.

Cost: \$300 per 45-minute session or \$1,000 for four (4) 45-minute sessions. Includes unlimited email access to discuss session topic and resources as appropriate.

For more information, please download my white paper "[Unique, Great and Visible](#)," or contact me directly via email, helena@helenabcommunications.com or phone, 609-851-5166.