



BKM Consulting, Inc.
Strategic PR + Marketing Communications

New PR & Marketing Strategy Coaching Sessions

Do you need to brainstorm different news angles to get the media interested in your story? Are you trying to determine the key elements for a PR or marketing communications plan? Or maybe you need a marketing expert to look at your Web site to provide feedback on the content and writing style?

Why book a coaching session?

Now you can tap into my broad expertise with a private "PR & Marketing Strategy Coaching Session" conducted via phone. This is a perfect solution if you're looking for advice, ideas or coaching rather than someone to implement the PR or marketing strategies. Or, maybe you want to run ideas past me so I can give you valuable feedback based on my more than 20 years of experience as a marketing and PR strategist and consultant.

Possible coaching topics

These valuable and affordable 60 minute coaching sessions are conducted via phone and during them I will focus exclusively on your PR and marketing needs and issues. For example, you may want to discuss one of the following topics:

- Brainstorm strategies and tactics for your marketing or PR plan.
- Have me review a news release and provide feedback on the headline, news hook, copy, etc.
- Discuss story ideas and tips for producing an effective e-newsletter.
- Strategize and discuss various newsworthy angles for a PR pitch.
- Learn media do's and don'ts and tips for preparing for media interviews.
- Brainstorm ideas for a new company/organization name or tagline.
- Have me review content on your web site and offer tips for improving it.
- Provide strategies for writing a persuasive executive summary for a proposal.
- Brainstorm and help you determine your key competitive advantages.
- Strategize a content strategy for a new or re-vamped Web site.
- Discuss other PR, media relations, marketing or writing issues/challenges.

The investment for a 60 min. session is just \$185

How it works

1. Contact me via email at bmednick@bkmconsulting.com to book your session and to tell me what you would like to discuss as it relates to your PR/media relations/marketing

communications/writing issue. *(If your issue or challenge is beyond my of my range of expertise, I will let you know at this time)*

2. Send me your phone number, company name and address, background information (if available) and/or a few Web sites that you would like me to review prior to our call. If appropriate, I will send you any questions and/or forms to complete and send back to me before our call.
3. We have a one-hour phone call. *(prior to the call, I will have looked at the sites and/or information you sent me. Please note, no follow-up report will be issued)*
4. Following the call, I will send you an invoice for \$185 for the session.
5. Within the next month, you can email me once with a follow-up question if it is something that I can answer in a few minutes time.

Schedule a session

To schedule a strategy session, please email Barbara Mednick at bmednick@bkmconsulting.com

Questions?

If you have questions, please contact Barbara Mednick at 651-486-7007.

About BKM Consulting, Inc.

BKM Consulting, Inc. (www.bkmconsulting.com) provides strategic thinking, compelling copy and creative communication solutions to help companies, organizations and individuals achieve their marketing and communications goals — strategically, effectively and affordably. Barbara K. Mednick, president of BKM Consulting, Inc. is a strategic, creative, results-oriented marketing communications/PR strategist, copywriter and trainer with more than 20 years of experience in journalism, public relations, marketing communications and training. Her strong track record of success means results for you!

Whether you want to increase the visibility of your company/organization, market a product or service, announce new initiatives, recruit members or students, enhance your reputation, create “buzz” in the marketplace or train employees, BKM Consulting, Inc. is your communications resource. Services include PR and marketing communications consulting and planning, copywriting, and writing training. BKM Consulting, Inc. works with a wide variety of clients, with a specialty in serving higher education clients.