

**STOP THE
BLEEDING!**



**YOUR ROADMAP TO RESOLVE AN EXPENSIVE
PR CRISIS IN 48 HOURS (OR LESS)**

On this call, we will

1 Take your stress
away (*we've seen it
all, we can fix it all*).

2 Give you clear,
decisive PR
direction for the
next 24 - 48 hours.

3 Identify hidden
trust-rebuilding
opportunities.

About your call with us

The call will take 30 minutes. At the end of our time together, you'll have a step-by-step plan with exact strategies to follow so you can get out of the crisis and get back to business.

This is a no-obligation call to determine if we are a good fit for you and if you are a good fit for us.

If at the end of the call, you'd like our help executing the plan and deploying the strategies and tactics in real time, we can discuss that as well.



Adele Cehrs

"The Crisis Expert to Call"
(*The Wall Street Journal*)



Chip Massey

FBI HOSTAGE NEGOTIATOR

"Knows how to talk anyone off a ledge"
(*Inc. Magazine*)

A Letter from Adele and Chip

In the next 24 to 48 hours, you will be making hundreds of little decisions that may seem insignificant.

But in the end, they add up to how your company may be perceived for the next month, year and maybe even decade.

How you respond to this crisis will impact your leadership, legacy and your brand.

We have made those decisions hundreds of times. We have studied how people will respond to certain words, phrases, faces and ideas in times of a crisis. That's the type of know-how that is impossibly different from any other solution.

Adele Cehrs

Chip Massey



“ Every time a crisis flares up for our organization, **my only regret is not calling Adele and Chip sooner.** They always find the quickest way to solve the most difficult issues. I highly recommend this team.

- Ryan Klang, Chief of Staff, The Washington Center.



“ Adele and Chip took an online crisis from a **major issue and made it into a whisper.**”

- Victor L. Vazquez, COO, DC Bar Association