

GO FROM A TREND FOLLOWER TO TRENDSETTER WITH OUR PROPRIETARY PROCESS

How can you move from just observing and commenting on industry trends to actually setting them? **The answer is data.**

The media do not want more stories. They've heard them all. They want data – and they want it served to them in a very particular manner.

We can show you our five-step proprietary process to become a trend-setter in your industry.



IDENTIFY A GAP



PREDICT THE SHIFT



GATHER RECENT DATA



FIND THE PERFECT TIMING



TELL THE MEDIA

CONVINCING COMPANY

We don't just do this for our clients, we do it for ourselves too. As a Crisis Communications Expert, Adele Cehrs created a new way to look at crises. She will show you the exact steps she used to become a regular contributor to the Wall Street Journal's Crisis of the Week Column. Additionally, she was a contributor for Inc.com.

Moreover, Adele has done this for hundreds of professionals following this proven formula. This works and it can work for you too.

If you've ever picked up an industry trade journal or business magazine and thought to yourself: "I should be the expert they featured in this article." You are in the right place. We will walk you through the exact steps to be a trend-setter in your industry.

Here's what some of our clients say:



" I love working with Chip and Adele!...

"I can tell you as an executive in a nonprofit and a marketer myself, I always made my branding less of a priority. Now, I look at things differently and make sure to focus not just on my current successes, but my future plans as well."

Menchu Mendiola,
Chief Marketing Officer



" They are the best. Period...

"I would highly recommend Adele and Chip. They are the absolute best at what they do and EVERYTHING they predict will happen. happens. Adele and her team are always two to three steps ahead in terms of PR, responses, and counter - public relations. They are the best. Period."

Rick Harris
APMP's CEO



" I highly recommend them...

"Adele and Chip really helped me figure out my career trajectory, establish goals and talk about my accomplishments like never before. I was finally recognized for my contribution and amazing talent. I highly recommend them."

Jemilah Senter
Director



" Adele and her team helped my association...

"As a result of her work, I was recognized and featured on the cover of my professional industry's magazine and in dozens of media outlets. She turned a difficult situation into an opportunity."

Richard Yep
CEO