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Better Communication - July 2010

What Do You Do All Day?

I'm often asked that question from business people I meet. Because I tell them I help people better communicate. It's both specific and not specific. They wonder just what do I do all day?

Here's a typical day:

- Create client Facebook, Twitter, LinkedIn updates
- Write a client's blog post (or two)
- Craft a client's monthly newsletter, including finding images
- Draft a press release about a client's great news
- Put together answers for a client's awards application
- "Ghost" interview a client for an article in a trade magazine, then edit their answers so they sound brilliant.
- Read up on the latest social media application or feature
- Research, research, research on marketing, public relations and communication



Each day is different - which I love! Sometimes I write feature articles, too, for publications about food, people and the arts. And I volunteer my marketing, writing and non-profit skills for [Creative Albuquerque](#).

I'm fortunate to be a busy writer whose creativity flows every day. And I'm always interested in talking to people about how they can get their message out. So when you're ready to tell your great stories - on your website, in a press release to the media or a newsletter to your customers, let me know. I'm ready to help.

Success!

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Wonder what these are? Click on them and find out.



Free Tip!

Newsletters keep your message in front of people who want to hear from you - they've asked to receive it! For a newsletter to be effective, it should be informative without too much selling. You can highlight products and services, but be sure to include educational topics, too.

Questions?

Questions about how to better get your message out? I'm happy to answer.



Just [email me!](#)

Visit www.kellykoepke.com

Please forward this to a friend who you think might benefit from my services.

Thanks!

Miriam Ortiz y Pino, Certified Professional Organizer**[More than Organized](#)**

I love working with Kelly because she really understands that no one solution will work for every client. She can integrate all the different parts so they work together to build my credibility and presence. That has translated to **a more than 54% increase in my newsletter subscribers and social network tribes, and that has helped me increase my income in the last year by over \$30,000.**



Do I need to say more? Because she is also reliable and takes care of some of the behind the scene stuff so I don't even have to learn it.

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