



Ideal client

- Company usually has an unusual, off-beat, interesting story.
(Examples – New England Burials at Sea, Boot Camp For New Dads, Lakefront Living)
- Company is in one of the following industries including
Off-beat business model (Examples – NE Burial at Sea, Boot Camp For New Dads)
Green, environmental
Alternative Healthcare (Chiropractic, Massage Therapy)
Senior Living (Assisted Living, Retirement Living, Nursing Homes, Home Care)
Non-profit (Special non-profit rate, 33 % discount)
Professional Services (Accounting, Legal, Business Coaching)
Commercial Construction
- Company needs to generate new leads on an on-going basis.
- Our ideal client is a company that generates annual gross revenues of \$1-million to \$25-million.
- Company has a limited marketing budget and plan and needs someone to create one and drive it.
- CEO enjoys the limelight of PR.
- CEO is open to new ideas.

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