

inkandescent

PUBLIC RELATIONS

703.346.6975

www.inkandescentpr.com



inkandescent

PUBLIC RELATIONS

A full-service PR, marketing, publishing, and design firm that helps entrepreneurs develop and execute their communications strategies so they get the visibility they need to keep their companies growing.



- Ads
- Articles
- Bios
- Blogs
- Book PR
- Brochures
- Business Cards
& Logos
- Design
- Events
-
- Flash Animation
- Illustration
- In the News
- Magazines
- Menus
- Networking
- Newsletters
- Photography
- Press Releases
- Speakers Bureau
- Videography
- Websites
- White Papers

Contents

Inkandescent Public Relations is a full-service PR, marketing, publishing, and design firm that helps entrepreneurs develop and execute their communications strategies. On the following pages you'll learn about the toolbox that we use to help our clients accomplish their goals.

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Be inkandescent!

meet
our
team

How Can We Help You?

In 2008, journalist Hope Katz Gibbs founded **Inkandescent Public Relations**, a full-service PR, marketing, publishing, and design firm that helps entrepreneurs get the visibility they need. Here's how.

Branding

We create eye-catching logos, websites, marketing materials, portraits, newsletters, and videos that make our clients look stellar.

PR and Marketing Campaigns

Through press releases, monthly newsletters, and a column in our online magazine—*Be Inkandescent*, we help you reach potential clients.

In the News

Reporters want to know what our experts have to say. We help you get the word out.

FOUNDERS



Hope Katz Gibbs
President and Founder



Michael Gibbs
Vice President, Illustrator, Design Director

WASHINGTON, DC, OFFICE



Eileen O'Tousa-Crowson
Art Director



Kathleen McCarthy
Copy Editor



Kimberly Villa
Sales and Marketing



Jennifer Smith
Event Planner and PR



Max Kukoy
Website Developer



Nancy Wigal
Search Engine Optimization

MIAMI OFFICE



Cindy Seip
Designer

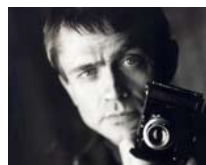


Deborah Gray Mitchell
Photographer



Amanda Koziar
Designer and Videographer

PHOTOGRAPHY



Steve Barrett
Photographer



Hilary Schwab
Photographer



Matthew Worden
Photographer and Videographer

VIDEOGRAPHY



Ann-Marie McHugh
Producer and Video Director



Alex Smith
Videographer



Greg Hess
Videographer

ADDITIONAL SERVICES



Roxanne Ladd
Event Planner



Deborah Wunderman
Grant Writer



Jeff Porro
Speechwriter

our clients

and what they're saying ...

The INDUSTRIES

Inkandescent PR

works with entrepreneurs in a range of industries:

- Art
- Banking
- Books
- Construction
- Consulting
- Education
- Events
- Fashion
- Finance
- Food
- Health Care
- Insurance
- Law
- Leadership
- Management
- Medicine
- Networking
- Nonprofits
- Pets
- Publishing
- Recruiting
- Research
- Restaurants
- Technology
- Wine



Alice Waagen, PhD
President

Workforce Learning, LLC

Inkandescent PR is an invaluable asset for my business. Before I started working with Hope, my marketing and PR efforts were a lot of disjointed activities. Hope and her team helped me to see that my marketing and public image should be strategic. Now I have a series of well-planned events designed to expand my brand. I am now positioned as a credible, reliable source. Hope has boundless energy and with her guidance and expertise, I've accomplished more in six months than I have in the past five years.



Chris Carbone
Director

Social Technologies

Hope was able to forge relationships with members of the media for our company from the first day we hired her. From reporters at trade publications to TV producers at national morning shows, she had them hooked on our company's concept and content. Most importantly, she was able to translate our research—which was sometimes abstract and technical in nature—into news that journalists wanted to cover. It didn't take long until those reporters were regularly calling us, rather than the other way around.



Linda Rahal
Attorney / Owner / Shareholder

Trow & Rahal, PC

Hope Gibbs of **Inkandescent PR** is an enthusiastic and creative public relations guru whose insights improved the image of our website and newsletter. She has great ideas for getting your message out to the world and increasing your visibility in the marketplace. She is accessible at all times, very responsive, and has extremely quick turnaround. My partners and I feel that Hope has added great value to our firm.



Dr. John Jones
Owner

Simplicity Urgent Care

About a year ago, my business partner, Dr. John Maguire, and I decided we wanted to open an urgent care center, and soon discovered that we needed a specialist. Enter **Inkandescent PR**. We felt very comfortable from the first meeting with Hope Gibbs. She gets what it means to be an entrepreneur. We have been thrilled with the advice and hard work that Hope has provided, and we look forward to having her help us in the years to come.



Paige Rhodes
CEO

Rhodes & Weinstock

Hope Gibbs and her team at **Inkandescent PR** are incredibly talented and passionate about their work. The websites, logos, brochures, and other marketing materials that they create are functional, well written, and simply gorgeous. Hope is also incredibly detail oriented—she won't launch a product until it's absolutely perfect. Best of all, her experience and industry connections as a journalist enable her to maximize her client's exposure to the media, as well as to potential clients, which helps them grow their businesses. I truly enjoy working with this dynamic company."



Peter Noonan
Assistant Superintendent of Instructional Services

Fairfax County Public Schools

I have had the opportunity of working with Hope Gibbs since 2002. She has a tremendous ability to interpret and understand what others are trying to communicate. Her creative imagination goes beyond the customary standards in developing and promoting information. In addition to her strong work ethic, she brings conviction and passion to her commitments. I highly recommend her services.



Perry Pidgeon Hooks
Owner

Hooks Book Events

Hope Katz Gibbs was an answer to this entrepreneur's prayers! She fell out of the sky at a book event in early December 2008, and within one week we had a partnership. By January 3, 2009, the day before a big article came out about us in *The Washington Post Magazine*, she and her team had helped us launch a brand new website that gave us the corporate identity we were looking for. Soon after, we sold an event off of our new site that paid for our initial investment. Hope is full of new ideas and energy. She is a fierce defender of her clients and works tirelessly on our behalf.

our clients

and what they're saying ...



Angela C. Sontheimer
Managing Director

.....
The Lincoln Leadership Institute at Gettysburg
.....

Hope was just what the doctor ordered for our company. It is refreshing to work with someone who is honestly as excited as we are about our business. We were very impressed with her ability not only to take creativity to a new level, but also to truly understand the nature of what we do. She embodies both the personal and professional skills to be able to passionately promote us. Hiring her was one of the better business decisions we've made since the inception of our firm.



Dr. John Maguire
Owner

.....
Simplicity Urgent Care
.....

Hope Katz Gibbs has been a tremendous asset in helping us to grow Simplicity Urgent Care. She thinks outside the box and is always three steps ahead. Her passion and enthusiasm for her work is pervasive. Additionally, she has been very sensitive to our issues that exist as a start-up, including cash flow, busy schedules, and all of the stressors that exist for a new business. Bottom line, she is great! Our business has not stopped growing since the day we opened.



Ann Monday
Superintendent

.....
City of Fairfax Schools
.....

Hope Katz Gibbs is a highly responsive and exceptionally intelligent communications specialist. In this capacity for the City of Fairfax Schools, she has produced the award-winning newsletter, *Close-Up*, since 2002. Through the newsletter, she has increased public awareness and understanding of various issues by presenting educational topics in clear language with interesting and authentic examples. Our newsletter helps inform our diverse community about our schools and has promoted public support for them.



Chef Stephen Sands
Owner

.....
Culinaria Cooking School
.....

When we began our business three years ago, we wanted to work with a PR firm where the owner was aware of the markets in our area, and someone was available to meet with us in person when issues arose. We connected with Hope Gibbs, and she developed a marketing strategy and PR plan that have been invaluable. Her enthusiasm for our cooking school has kept us on track and helped us to grow our business. We gained more in six months under Hope's guidance than we have in the past three years we've been running the school.



Sharon Armstrong
Owner

.....
Sharon Armstrong and Associates
.....

The best business decision I made this year was to call Hope Katz Gibbs. She listened, asked relevant questions, then offered expert guidance that reflects her wealth of knowledge about PR. She offered invaluable recommendations to help my co-author and me get the word out about our new book and my consulting practice. Her work for us has resulted in increased book sales and more referrals for my business. Hope is creative, practical, and a delight to work with. She has terrific writing skills and incredible insights into an industry I knew nothing about. We couldn't have done it without her.



Scott Cohen
CFO

.....
Golden & Cohen
.....

Our PR consultant Hope Katz Gibbs has done great things for us—getting us in publications, getting us quoted, and re-vamping our website. Being that my insurance company is part of a larger corporation, National Financial Partners, I am hoping all of my partners will hire **Inkandescent PR** and have Hope help us individually and collectively get the word out. She is truly excellent at what she does. In fact, Hope coordinated the DC Health Summit for us and made that an event that exceeded our expectations. She is worth every penny.



Robin Strongin
CEO

.....
Amplify Public Affairs
.....

I have worked with **Inkandescent PR's** president, Hope Katz Gibbs, since 2008, and have been very impressed by her ability to write a fabulous press release. It is a real art, and Hope never ceases to bring out the most interesting aspects of an upcoming event that we are hosting. I am also proud to be the Health Care columnist in *Be Inkandescent Magazine*, which enables me to highlight my blog, **Disruptive Women in Health Care**. **Inkandescent PR** is a wonderful partner to have.



John Hasenberg
Morgan Stanley Smith Barney

.....
The Hasenberg Hartsock Group
.....

Hope Gibbs of **Inkandescent PR** is an enthusiastic and creative public relations guru whose insights improved the image of our website and newsletter. She has great ideas for getting your message out to the world and increasing your visibility in the marketplace. She is accessible at all times, very responsive, and has extremely quick turnaround. My partners and I feel that Hope has added great value to our firm.

View more testimonials at inkandescentpr.com

Your Website Should Be Stunning

You have one chance to make a great first impression. Especially online. That's why our award-winning writers, designers, and programmers are fierce about our client's Web presence. We ensure every site we build is beautiful to view, easy to navigate, interesting to read, and search-engine-optimized. View all of our websites at www.inkandescentwebsites.com.



www.hooksbookevents.com



www.peterrodino.com



www.edingerlaw.net



www.fcpsged.org

“We are thrilled about the response we’ve gotten from our website. It sends the message that it takes guts to go back to school as an adult to get your high school credential.”
— Ann Wyllie, GED examiner, Fairfax County Public Schools



www.cityoffairfaxschools.org



www.theessentialhrhandbook.com



www.workforcelearning.com



www.potomacbasin.com



www.trowrah.com



www.avenidarestaurant.com

“Chef Kim and I couldn’t be happier with the logo and website that Inkandescent designed for our restaurant, Avenida. Michael Gibbs’ design captured the essence of our Guatemalan roots.”
— Chef Edgar Alvarez, Avenida Restaurant

E-Newsletters Are Ubiquitous

But how many pop into your inbox that you actually want to read? Our team of experienced journalist knows how to sniff out a good story and write and design it so it's read. Our newsletters show off your expertise, relate your work to newsworthy issues and events, and give clients and reporters insight into what sets your firm apart from the pack. Plus, we give away something special in every issue—recipes, medical tips, legal advice, and more. It's the gift that keeps on giving! View our newsletters at www.inkandescentnewsletters.com.



View more at: www.inkandescentnewsletters.com

Would You Like to Be a Columnist?

With 20,000-plus subscribers and more than 175,000 hits per month (as of April 2011), our online business and lifestyle publication, *Be Inkandescent Magazine*, gives you a great place to show off your expertise. Share your ideas on monthly themes that range from What Makes Your Business Rock?, Women in Power, The Money Issue, You Gotta Make 'Em Laugh, and more.

Entrepreneurs of the Month

The gem of the magazine is our spotlight on successful business leaders who have powerful lessons to share. From creating multimillion-dollar companies to running national nonprofits, writing bestselling novels, and starring on Broadway, they teach us what it takes to accomplish our dreams.

Leaders and Companies That We Have Profiled:

- Blackboard.com
- Chemistry.com
- Dave Barry
- Ted Leonsis
- Rainforest Cafe
- Rosetta Stone
- Starbucks
- Washington Mystics
- Lee Woodruff
- Muhammad Yunus

Tips for Entrepreneurs

These heavy hitters also offer "Tips for Entrepreneurs," where they analyze the philosophy behind their success. They then provide strategic, step-by-step insights into how they accomplished their goals. You can apply this guidance immediately to your own business approach.



MONTHLY COLUMNS

- Books
- Careers
- Construction
- Cooking School
- Education
- Events
- Fashion
- Finance
- Fine Artists
- Food
- Health Care
- Healthy Living
- Heroes
- Home
- Health
- Human Resources
- Immigration
- Insurance
- Law
- Leadership
- Management
- Marketing
- Medicine
- Music
- Networking
- Nonprofits
- Parenting
- Pets
- Photography
- Presentations
- Public Relations
- Restaurants
- Transformation
- Travel
- Truly Amazing Women
- Videography
- Wine

Our Columnists

From art and education to fashion, health care, human resources, leadership, management training, music, parenting, photography, and more—our columnists are experts in their fields. Each month, they write

articles based on our theme. This challenges them to think about their business in new ways, and it provides original, interesting, content-rich articles for our thousands of readers. Talk about a win-win situation.

Sign up today for a free subscription: www.beinkandescent.com

Where Would You Like to Be Quoted?

As P.T. Barnum said: "All publicity is good publicity." Of course, a good publicist helps control the message while getting out your valuable, authentic information to reporters. Since our team members have all worked at major newspapers and magazines, we know what journalists look for in an interview: expert advice, thoughtful analysis, and a quick turnaround. That's how we've gotten our clients featured in the prestigious print publications, TV, and radio shows you see here. Let us get you in the news.

RADIO & TELEVISION



Philadelphia: Avenida Restaurant is one of the hot new businesses in town.



Morning Show Philadelphia: Chef Edgar Alvarez, "How to Prepare Authentic Latin Food."



Social Technologies' Chris Carbone: "The Future of Men."

Social Technologies' Andy Hines: "The Future of Youth Happiness."

Social Technologies' Kevin Osborne: "Helicopter Parents."



Culinaria Cooking School Chefs Stephen Sands and Pete Snaith: "How to Make the Perfect Spring Meal."



Delaware Market House: "100-Year-Old Businesses We Lost."



Hooks Book Events: Dr. Muhammad Yunus speaks to packed auditorium in Washington, DC.



Sharon Armstrong: "How to Make Performance Reviews a Less Painful Process."

Perry Pidgeon Hooks of Hooks Book Events: "Inside Government."



Author Warren St. John: "Outcasts United."



Social Technologies' Gio Van Remortel: "When It's Time to Grow Up and Get a Broker."



The Network for Teaching Entrepreneurship—DC Region: Chris Gardner keynote at 2010 Gala.



Chef Stephen Sands: "How to Prepare a Raspberry Tart."

Sharon Armstrong: "Looking For a New Job?"

NEWSPAPERS & MAGAZINES



Sharon Armstrong: "Older Job Seekers Struggle to Overcome Age Barriers as 55-Plus Jobless Rate Hits Record Levels."



Social Technologies' Andy Hines: "The Slump: It's a Guy Thing."

Career expert Sharon Armstrong: "Can Bad Spelling Ruin Your Chances Of Landing A Job?"



Steven Wiley of the Lincoln Leadership Institute: "Smarten Up: New-Style Education Initiatives Prepare Savvy Executives to Master the Tough Times Ahead."



Social Technologies' Peter von Stackelberg: "The Future of Nanotechnology"



Hope Katz Gibbs: "Small Business Owners Are Making Big New Year's Resolutions."

Social Technologies' Josh Calder: "The Speed of Change Index."



Social Technologies' Andy Hines: "Consumer Trends in Three Different Worlds."

Inc. Management expert Alice Waagen: "How to Manage Managers."



Social Technologies' Kevin Osborn: "Texting Grandma."



Social Technologies' Andy Hines: "You Won't Find Me in My Office; I'm Working."



Culinaria Cooking School: "Made in Vienna."

The Bagelry: "Is the Popular Spot Changing Hands?"

Simplicity Urgent Care: "Open For Business."



"Best of Philly 2010" award.



Chefs Kim and Edgar Alvarez: "Mount Airy's Avenida Thrives Despite Delaware Market House's Departure."

Chefs Kim and Edgar Alvarez: "Gladwyne Gourmet-to-Go Market Is Going Away."



Hooks Book Events: "A New Breed Of Booksellers is Altering the Traditional Model."



Management expert Alice Waagen: "When an HR Consultant Loses a Key Contact."



Warren St. John: "How Football Helped Refugees in a US Town."

Social Technologies' Andy Hines: "The Future of Youth Happiness."



Social Technologies' Christopher Kent: "The Future of TV!"



Money: Behind the Scenes Events' Roxanne Ladd: "Best Careers of 2011."



Best Lawyers: Trow & Rahal, P.C., 2010



Hope Katz Gibbs: "Are Small Businesses Preparing for a Double Dip?"

Insurance expert Scott Golden: "When Do You Need a Second-to-Die Policy?"

Career expert Sharon Armstrong: "Be Cautious About Taking a Job Too Soon."



Social Technologies' Founder Tom Conger: "The Future of DC"



Career expert Sharon Armstrong: "Vacation Skeds No Day at the Beach."

Sharon Armstrong: "Now Is a Good Time to Search for Top Talent."
Sharon Armstrong: "Bounce Back From a Layoff."

Bognet Construction: "Bognet Construction Has Signed a Deal to Build the Brookland Artspace Lofts in DC's Brookland Neighborhood."



Insurance expert Stephanie Cohen: "HHS Secretary Declines Higher Rates for Health Insurance."

Hope and Michael Gibbs: "Inkandescent PR Founders Are at Home With Work."



Hooks Book Events: "Making It."



Social Technologies' Chris Carbone: "Experiential Gifts."

Greater Visibility Is the Goal

So what does it take to get out the good word about your company so you can build your business? Whether you are just starting out, are looking to increase sales, or need to rebrand your firm, following are a dozen ideas to help you accomplish your communications goals.

1 Pick good PR partners.

The first step in any strong communications campaign is to partner with the right creative team. Their track record is important, but they must also share your vision, and have a style that dovetails with yours—or you'll drive each other mad.

2 Be clear.

As the leader of your firm, you know what you do, why you do it better than anyone else, and why everyone should hire your firm. The key is to express your message to others as clearly, and concisely, as possible. Once you do, your PR and marketing team can begin shouting it from the rooftops (aka: on your website, to reporters, in print and broadcast ads, and through social media sites).

3 Be strategic.

Speaking of social media outreach—and any other form of outreach, for that matter—the key to success is to have a strategic plan. Are you

going to post daily, weekly, or monthly tips on your social media sites? Make sure the informations dovetails with the key messages your PR team is sharing. Start by outlining your long-term goals, then work backward to define the steps that you'll follow as you unveil your strategic communications plan.

4 Build trust by being authentic.

Every decision a consumer makes is based on trust—trust in a product or service, and trust in the people who make and deliver it. Your PR and marketing message needs to reflect the fact that you can be counted on to deliver on your promises. No one—especially a reporter—is going to trust an entrepreneur who spouts marketing slogans. Also, when a reporter asks a question that you don't have an answer for, don't be afraid to say so.

5 Have a great elevator speech.

Now that you've honed your message, tell me what you do in one minute. Go. That's right, you have about

60 seconds to make a great impression. Write it down. Practice it with your kids, the dog, and your assistant. Would they buy your product or service? If not, try again.

6 Engage.

When it comes to reaching out to others in a meaningful way, focus on building personal relationships. Social media sites provide a great opportunity to do this, because they enable you to share thoughts and ideas—not only about what you do—but also about your mission, values, and goals. This is how potential partners, customers, and future employees get to know you before any contracts are signed or money changes hands. Be honest and forthright, and you will build goodwill, and a strong following.

7 Give, and you shall receive.

Your database of clients and contacts, and friends on Facebook, Twitter, and LinkedIn, will enjoy knowing that you won an award, got media mention, or landed a new client. They will be more likely to buy

your product or service if there is something in it for them. So if you own a cooking school or restaurant, post yummy recipes on your website, put them into your ads, and blast them out in your e-newsletter—as do our clients at Culinaria Cooking School. The same principle applies to our client Simplicity Urgent Care, where the docs share useful medical tips in their monthly newsletter. This approach lets your prospects know that you're the real deal and are interested in building a mutually beneficial relationship—not just engaging in a one-time transaction.

8 Be the face of your firm.

Getting into the spotlight and spreading the message about your firm can be daunting, especially if you are an introvert. But it is one of the best ways to build trust. Have great headshots and a pithy bio. Don't be shy. While some entrepreneurs have a strong team that they want to share the credit with, there are other ways to honor them. It's mission-critical to have one go-to person define the firm—or two or three at most in the case of partners (but that calls for another list of 12 Tips).

9 Give it time.

Like anything worthwhile, success in the PR and marketing sphere takes practice. So go slow—especially

when it comes to being quoted in publications or on radio and TV. Aim to be interviewed for smaller publications at first, and as you get more confident talking to reporters, start reaching out to the biggies. Don't worry; it'll happen.

10 Spend wisely.

Image is everything, so be sure to invest in the design features that will build your brand. That includes your website design, organization, and writing, as well as your logo, ads, and promotional products. By spending money in the right spots, and at the right levels, you will be making targeted investments in high-impact areas. Then, you can bootstrap it in other places.

11 Be realistic and consistent.

The phrase, "Rome wasn't built in a day," may be trite, but it's also true. While it sometimes takes a year or more to get a client quoted in *The Wall Street Journal*,

or on a national—or even a local—TV news show, a good publicist will usually accomplish that goal. The key is consistency. Like waves pounding a beach, regularly send out interesting information about your firm in the form of e-newsletters, articles, interviews, and through social media sites—and you will build your business.

12 Be light.

Your PR and marketing campaign is the fun stuff, the jazzy stuff, and what gets you out into the limelight. So have fun with it. And consider this quote from Monty Python's "Life of Brian":

When you're chewing on life's gristle, don't grumble, give a whistle. And this'll help things turn out for the best. Always look on the bright side of life. Always look on the light side of life.

— HOPE KATZ GIBBS
Founder and President

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