



"Helping winning companies tell their stories and build their brands."

Volume Number 13, April 19, 2006

Request the Presentation Notes

Quote to Inspire
Your Winning Ways:

Dear Nancy S. Juetten,

Maximize Your Media Relations Without Spending a Fortune

Nancy S. Juetten earned rave reviews from her audience of 45 guests at the April 7 North Seattle Community College Network Breakfast for her presentation entitled "How to Optimize Your Media Relations without Spending a Fortune." Here is a sampling of what guests had to say:

"This seminar offered very valuable information for anyone wanting greater visibility and offered helpful do's and don'ts to advance media relations success."

"Very inspiring and motivational."

"Positive."

"Nancy really is a go-getter. I believe she can put anyone's business in the limelight, provided it is a worthwhile business."

"Animated and informative; approachable and friendly."

"Nancy is so alive in who she is and she wants that for others."

"I thought the information was relevant and well presented."

"Nancy has credibility because she has created an aura of expertise."

"Nancy is always such a joy and clearly has a passion and innate talent for media relations."

"So relevant and fun to listen to; fun and relevant examples."

"I highly recommend Nancy."

"I think Nancy's energy level and knowledge are wonderful."

Please Do
Business with Our
Fine Clients

Affirmagy

May we suggest
Affirmawraps for
Mother's Day?

ABODA

Cascade Bank

Charter Bank

Goff Chaffee Geddes

Graebel Quality Movers

Hornall Anderson Design Works

Hydrogen
Advertising

Media Skills
Training

OfficeLease

Olympic Hot Tub
Company

RocketDog
Communications

TalkingRain
Beverage Company

**First Quarter
Winning Results
are Solid -- Would
You Like to Take a
Look?**

We are only as good as our latest winning results. Call to request the latest summary of media wins we've brought about for our fine clients at 425-641-5214 or send e-mail to nancy@nsjmtg.com.

Businesses with intentions to grow without the big budgets to hire outside help will be helped by Nancy's nitty-gritty publicity strategies. Would you like to review the presentation notes to jump-start your own media relations efforts? Just send your email request to nancy@nsjmtg.com, and we'll be happy to send the notes FREE of charge.

Want to Be Among the First to Preview Nancy's New Puget Sound Media Relations Workbook?

The **2006 Media Relations on a Shoestring Starter Kit for the Puget Sound Region** is almost ready for publication. This comprehensive, engaging, and high-value resource includes:

- Time tested, proven tips, tools, and recommendations to Puget Sound resources to help you make the most of your media relations efforts without spending a fortune
- 2006 editorial calendars from some of the Puget Sound region's leading business magazines and journals to jump-start your story pitching efforts
- A contributed article brainstorming sheet to help you craft winning article topics to compel Puget Sound business editors to engage your writing talents and expertise to serve their readers and your lead generation efforts
- Winning examples of pitch letters that delivered the "ink and air" for Puget Sound area clients in retail, professional services, and financial services so you can craft your own press materials and pitches and win the media relations game for your own growing practice
- And so much more

We are targeting a June 1 release date for this high-value workbook. Watch this space for more information as it becomes available. If you'd like to review the workbook before it becomes available for sale, get in touch at nancy@nsjmtg.com. If a workbook like this would be of interest to you, would you prefer a hard copy or an e-book? We will take your preferences into consideration as we move ahead. Thank you in advance for your input and interest in this exciting new project.

ABODA is a Celebrating Diversity Finalist in the Bellevue Chamber of Commerce Eastside Business Awards Competition

Many thanks to agency team member [Hilary Whitman](#) for preparing a winning award application to catapult [ABODA](#) to finalist status. The awards luncheon takes place on May 24, and we'll be sure to report if ABODA emerges as the winner in this important category. If you'd like to attend the event and hear [Olympic Hot Tub Company](#) Co-President Alice Cunningham (another of our fine clients) share her journey to entrepreneurial success in the event's keynote presentation, make your reservations by following this link: www.bellevuechamber.org

Charter Financial Corporation in the Spotlight

Among the projects about which we are most proud is our copywriting work for the 2005 Charter Financial Corporation annual report. Working in collaboration with the design genius of Ross Hogin of [Hogin Design](#), we created an engaging and artful piece that reflects favorably upon the company and reinforces shareholder confidence in a winning way. If you'd like to see the PDF file of the final project, just send your e-mail request to nancy@nsjmtg.com, and we'll deliver.

You are receiving this e-newsletter because you have asked to receive it and/or we've worked on projects together and created valuable impact for your investment in our public relations and marketing communications services. If you don't want to receive free offers, tips and marketing news from us in the future, please send e-mail to nancy@nsjmtg.com, and I'll remove your name from the mailing list. As always, your comments about this e-newsletter are welcome and appreciated.

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