

I love to put puzzles together.



What pieces do you need put together to launch your vision?

I love puzzles! I'm as excited to put together the pieces of the puzzle of your business and operation as I am about rolling up my sleeves on a cold winter's day and ripping open a new 1000-piece puzzle.

My 5 Step Process for Piecing Together Your Vision into Action >>>



1) Market Research

Get to know your audience – really well!

Who is your perfect customer? What are their wants, their needs, and what solutions are they using right now that compete for the attention YOU want from them?

Together we'll stand back and take in the entire picture of what you're trying to create, and see how all of it fits together. I'm a trained focus group moderator and market research junkie. We'll get to know what your customer really wants, and the language that they need to be spoken to in order to deeply resonate with your offer and your product. I analyze who your competition is, what they're doing well and what their gaps are.



2) Strategic Alliances

“Who” do you need to connect with to build your network and community?

Often it's the “who” not the “how” that matters most. One, well-leveraged connection can transform your business. I analyze what kind of relationships your business needs to create, and the connections you need in order to amplify your message and to get it out there. If you don't have those connections, I create them for you, leveraging the deep network I've curated and cultivated over 30 years. My rolodex spans from the White House to journalists to some of the world's greatest marketers.



3) Strategic Marketing

Plan, including brand creation and identity.

Once you've know your “who”, I'll help you figure out your “how”. Whether it's a product launch, or a full blown transformational vision for your business, you'll have a step-by-step guide and timeline to launching your vision, including the content, brand identity, online, offline, social media frameworks to generate enthusiasm and community for your vision.



4) Orchestration

How do you create a harmonious business that fuels you and your customers through transformational, uplifting relationship development.

Who's on your team? Do you have the right people, or systems to support your vision? What kind of operation do you need in order to create a compelling message that sells a complete package, and launches it – a package that enables customers to create a relationship with your organization, quickly and effectively. I ensure that there is a reciprocity of value -- and you're creating a community and brand loyalty that will weather variable marketplaces.



5) Let's Change the World Together!

Whether it's market research, focus groups, content creation, online presence, social media, building your organizational structure, together we can change the world. These are things that I've done successfully not only for huge brands, but for myself, and the creation of an international organization dedicated to empowering and uplifting vulnerable adolescent girls around the world. My ability to envision the “complete puzzle” before the pieces come together is the same superpower that got me to the White House, connected with two Presidential administrations, making global impact, raising millions of dollars, saving tens of thousands of lives, and creating an international brand.



Let me put YOUR puzzle together.

www.glyckcommunications.com