



## **It's your organization. And your career.**

You advertise, you build your image through public relations and you communicate through all the normal channels with customers, clients and potential clients.

Maybe you want to get your CEO – or yourself – known to a wider, more influential audience, internal or external.

Or you are coming out of a crisis and need to re-establish, even re-position your image.

## **How do you take that next step?**

How do you become the organization and the leadership seen as THE respected experts in your field? How do you differentiate yourself and your company? How, let's just say it, do you rise a notch above the crowd?

The answer? Executive communications. Not the memo-to-the-staff type of executive communications. But the brand-your-organization-as-an-expert kind of communications.

You can be seen as an expert simply by becoming one. You have the expertise. Now you have to communicate it:

- Through commentary and other articles published in the main-stream and trade media.
- Through speeches and presentations to key audiences.
- Through Web copy and white papers that draw attention to your organization.

## **Strategic communications**

Kirksey Communications provides such targeted, ghostwritten communications, written by a proven professional.

Ron Kirksey had one successful career as an award-winning writer and columnist for major U.S. newspapers. And for the last 10 years he has directed public relations and crisis communications for Northeast Ohio's largest university – producing the same type of executive communications your organization needs.

The key to these tactics is that you are NOT selling your product or directly promoting your brand. You are speaking out on trends, issues and even controversies that you know about and can relate to a wide audience.

Remember the old saying: No one looking for a drill bit wants a drill bit. They want a hole. Be the expert on holes and your reputation is secure.

We can help. Ready to take the next step?

### **Call or e-mail**

And we'll talk about which tactics fit your needs.

**[WWW.KirkseyCommunications.com](http://WWW.KirkseyCommunications.com)**

330-819-6973

[Ron.KirkCom@mac.com](mailto:Ron.KirkCom@mac.com)



## Sit amet consectetur

Eodem Modo: *Typi qui nunc nobis videntur*. Parum Clari, Fant Sollemnes. 1992

Quam Littera: *Gothica quam nunc putamus parum claram*. Anteposuerit.Litterarum. 1986

Notare Quam: *Littera gothica quam nunc putamus parum claram anteposuerit*.

Parum Clari: *Fiant sollemnes in futurum, putamus parum claram*. Formas. 2004

Humanitatis Seacula: *Quarta decima*. Putamus. 1966

Futurum Tutamus: *Parum claram anteposuerit? In futurum*. Karum.1988

Quarta Decima: *Et quinta decima Eodem modo typi qui*. eClaram Eposuerit. 2004

Qui Nunc Nobis: *Videntur parum clari fiant sollemnes in futurum*. Habent Claritatem. 1984

Mutationem Consuetudium: *Lectorum Mirum est notare quam littera gothica*. Tuam Bunc. 2001

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	Feb 12, 2008	10% Adecima et Puinta
	Mar 14, 2008	15% Nunc Tobis
	Apr 16, 2008	20% Midentur
	May 18, 2008	20% Farum
	Aug 18, 2008	25% Sollemnes in Futurum