



Brand and Public Relations Coaching

Why Ongoing Personal Brand & PR Coaching is Important

Once your personal brand strategy is complete, the next crucial step is to make sure it's recognized and respected. Getting going is initial - brand strategy is exciting; don't lose your momentum! Your implementation phase is where your brand truly begins to interact with the world. Regular coaching and targeted public relations strategies ensure your brand not only maintains consistency but also adapts and grows with market changes and personal evolution.

How We Help

Christina Pilarski, with her extensive experience in building and nurturing brands while balancing professional and personal life challenges, leads our efforts. We understand the journey because we've lived it. We don't just leave you with a plan; we stay by your side to help execute it, ensuring practical outcomes without the overhead of a large PR or marketing firm.



- 1 Implementation Support:** After crafting your personal brand strategy, we help implement it across all channels. This includes media appearances, social media strategies, and public relations campaigns
- 2 Hour Bank Access:** Purchase hours that not only allow for flexible consulting on your schedule but also provide access to our team at CIPR Communications. This team can assist with everything from digital marketing to content creation, acting as an extension of your own capabilities.
- 3 Strategic Coaching:** Christina acts as your personal Chief Marketing Officer or Chief Communications/PR Officer. She provides ongoing strategic advice to help you navigate the complexities of brand representation in various forums.
- 4 Practical and Tactical Execution:** We ensure that the strategies are not just plans but are executed effectively, adjusting as needed based on response and results, making sure that your personal brand flourishes.

Our goal is to empower you with not just a strategy but a living, breathing brand presence that embodies your values and visions. We commit to being there through every step of your brand's journey, helping you navigate challenges and seize opportunities with confidence and clarity.



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Personal Branding and PR Coaching includes

- Strategic Public Relations Planning and Execution
- Media Training and Coaching
- Social Media Strategy, Templates, Content Development, and Management
- Content Development and Marketing
- Digital Marketing Solutions like SEO and PPC
- Website Edits and Optimizations
- Flexibility to utilize Christina and her team on tactics of your choice

Client Testimonials

"Christina and her team are such a valuable asset to our event management team! Content creation, graphic design, and website development they do it all! In all my correspondence with CIPR they have always been professional and have met all submission deadlines. I would highly recommend CIPR for execution!"

Alex de Chantal

Kamloops Sports Council

"Had the pleasure of working with Christina for a big rebranding project. Christina [and her team] were great partners and their experience in communications and stakeholder engagement proved valuable to our project's success!"

Dennise Yambao

*Shell Employees Credit Union/
SPARK Energy Credit Union*

Where do you start?

First you will want to complete our Personal Brand Strategy engagement. **We want to fully get to know you, your brand, and your business before we dive into helping you execute.** We don't believe in the sake of tactics for tactics - everything should be grounded in strategy to ensure the best return on investment.

To learn more and get started:

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More Information:

www.twobabiesandabusiness.com