

## **Kinzie** Holistic Business Specialist

### Advisory and support for you and your team

Contract a specialist and free up your time to get on with the work that you love. Gain valuable insights and access a wealth of connections with your own private executive in Asia. Service is available anywhere in the world by phone/skype and email. Receive practical advice, original ideas and general guidance for a structured approach to expansion with objectives, goals, timing and direction. Create customized programs to motivate and empower your team with new skills. Review your business strategy and communications to build a strong brand image with a consistent message, clear identity and positive reputation. Learn tips from a marketing expert that will save you time and money when working with designers, printers, agencies and media. Develop processes and templates to easily manage content for your website, newsletters and materials. Identify where you are on your road to success, make a plan for where you want to be and get the support you need to make the trip enjoyable.

*What would you do if you know you could not fail?*

### Specialized Skills

- Connections** – networking strategies
- Feedback** – program/materials review, ideas
- Promotions** – product launch, events, publicity
- Agencies** – messaging coordination, creative briefs
- Branding** – identity, creation, process, strategy, review
- Newsletters** – print & digital, strategy, platforms, design, editorial plans
- Alliances** – strategic partnerships, joint promotions & sponsorships, network referrals
- Media** – advertising and publicity strategy, media relations, news releases, story angles
- Technology** – electronic publishing, dbase design/management, web strategy/production
- Writing** – features, corporate, web content, news releases, brochures, affidavits, proposals
- Events** – conferences, seminars, fundraising, concept, management, venue, design, theme
- Training** – communications, sales, team building, electronic marketing, technology, soft skills
- Recruitment** – needs analysis, shortlist, advertising, candidate selection, contract negotiation
- Consulting** – marketing, trends, branding, identity, promotions, relationship management, integration
- Sales** – media sales, business development, client presentations, materials, contract negotiations
- Publications** – digital & paper newsletters, brochures, premiums, company materials, calendars
- Digital** – offline integration, internet, EDM, e-newsletters, strategies
- Communications** – facilitation, design, processes, templates
- Advertising** – review and improve materials and media plans
- Publishing** – custom publication for your target audience
- Materials** – business cards, brochures, templates

### Advisory

- Review programs to identify what's working and recommend improvements
- Offer new insights for revenue generation with original and practical ideas
- Develop strategic marketing communication plans with social media options

### Services

- Development (eg, Revenue Opportunities, New Business Contacts)
- Marketing & Promotions (eg, Marketing Plans, Communications Strategies)
- Writing & Editing (eg, News Releases, Websites, Newsletters, Brochures, Reports)
- Customized Training & Workshops (eg, Social Media, Content Management, Sustainability)
- Events (eg, Design, Guests Lists, Invitations, Booking/Registration, On-site Support)

### Industry Experience

Media Production	Telecommunications	Broadcasting	Finance
Education	Logistics	Food & Beverage	Trade Publishing
Internet Start-up	Public Relations	Outdoor Media	Retail / FMCG
Youth Leadership	Professional Theatre	Gifts & Premiums	Health & Wellness
Natural Products	Fashion Jewelry	Corporate Training	Event Management

## Booking Form

Based in Hong Kong since 1992, I offer a fresh perspective and specialized skills with an international outlook. I have advised organizations of every size, from local non-profits to global corporations. With my dynamic approach, clients gain market insights, clarity, connections and professional support to achieve their vision.

I work on contract, empowering individuals, business owners, leaders and teams to connect with their strengths and provide expertise in the areas of career development, business strategy, product design, revenue generation and integrated communications plans. My background is varied -- media, retail, hospitality, advertising, entertainment, telecoms, finance, wellness -- and I have been integrating traditional programs with digital technology since day one.

From ideas to implementation, I offer practical solutions for every budget.

## Method

We begin with a 1-hour consultation session to review your current programs and analyze your specific needs with immediate recommendations. You receive session summary document with suggestions you can implement in-house or contract external vendors and get ongoing support by phone, skype and email.

## Terms of Engagement

1. The Contractor (Kinzie) shall be available and provide to the client professional expertise as requested.
2. In consideration for the services to be performed under this agreement, the client will pay the Contractor in advance at an hourly rate of US\$120 per hour or on a monthly retainer US\$100 per hour. Time is billed in 10 minute increments. Meetings are charged at 1 hour minimum + travel time + related meeting expenses. Pre-approved project expenses are charged to client at cost.
3. The Contractor operates independently, not as an employee of the client or its subsidiaries or affiliates.
4. In the course of performing services, the parties recognize that the Contractor may come in contact with or become familiar with information which the client or its subsidiaries or affiliates may consider confidential and which may be of value to a competitor. The Contractor agrees to maintain confidentiality and not discuss or divulge information to anyone other than approved client personnel or their designees.

## Rates

- Hourly : US\$120/hour (minimum 5 hours; to be used within 28 days)
- Consultation : US\$250 includes 1-hour session + discussion summary document
- Retainer : US\$100/hour for 10, 20, 30 or 40 hours per month – priority over hourly clients

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Client/Name :

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Email :

Tel :

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Signature :

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Payment Reference :

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Meeting Date /Time :

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**Payment Terms** : Payment is due in full in advance; unused retainer hours are non-refundable and non-transferable.

Payment to HSBC 400-527057-838 (Connections Un Limited) | Bank Code: 004 | Swift Code: HSBCHKHCHK  
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