

# karen newcombe

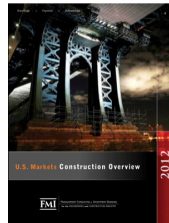
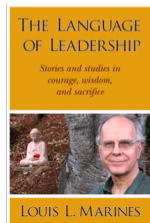
BUSINESS WRITING | RESEARCH | MARKETING

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Karen Newcombe has over 20 years of experience serving clients with their marketing and content needs. Marketing has changed form during the past two decades, yet what remains constant is that relationships and conversations are still the heart of a great marketing strategy. Engaging content helps clients understand a firm, product or service, and makes their decision clearer and easier.

Karen believes that using a friendly and direct approach to sharing your knowledge and expertise helps you interest new prospects and retain existing clients. She has published many articles in journals and newspapers, and constantly researches new methods for firms to engage their clients, interest new prospects, and build marketplace presence and positive reputation.



## Clients

- Management Consulting Firms
- Professional Practices and Services:
  - Architecture + Engineering
  - Accounting, Insurance, Financial
  - Medical/Health Care
  - Veterinary
- Construction Firms
- National Associations
- Non-Profit Organizations
- Corporate Executives
- Marketing Directors + Departments
- Editors + Content Creators

## Services

- Marketing Strategy + Planning
- Research: Markets, Trends, Internal, Strategic Planning Support
- Books – Writing + Publishing
- Content creation for:
  - Case Studies/Client Success Stories
  - Brochures + Collateral Materials
  - Articles
  - Proposals
  - Website + Search Engine Optimization (SEO)
  - Presentations, Speeches, Talking Points
  - Newsletters + eNews
  - Workbooks + Training Materials



## About Karen Newcombe



Karen Newcombe has over 20 years of experience serving professional service firms, institutions and non-profit organizations, and corporations. She has offered consulting and content creation services since 2000, and her career includes her work at the Advanced Management Institute for Architecture and Engineering, under the leadership of Louis L. Marines. At AMI Karen conducted direct and secondary research on industry trends and future scenarios, and wrote books, articles, white papers, and other communications products for the institute.

She is highly experienced in designing and conducting research for firms in preparation for strategic planning, scenario planning, marketing planning and similar efforts. She offers a specialty in helping firms and executives write the books, articles, case studies and other products that help build positive recognition and reputations.

Karen helps organizations evaluate their brand and market presence, and improve their visibility and position as knowledge leaders through creative marketing strategies and action plans. She has a deep understanding of online media and actively pursues new knowledge in this rapidly changing area of marketing.

She has authored and co-authored dozens of articles and is the co-author with Steven J. Isaacs, PE, Assoc. AIA, of *Negotiate with Confidence: field-tested ways to get the value you deserve*.

Karen was previously the marketing director of the Global Design Alliance, and served as the marketing manager at Gordon H. Chong + Associates Architects and Engineers. She has additional experience as an editor and journalist.

She graduated from the University of South Florida as a Bachelor of Fine Arts, and engaged in post-graduate work in creative writing at San Francisco State University. Karen resides in Florida with her family, and is a second degree black belt in karate.

To review examples of Karen's work, visit [www.writebank.com](http://www.writebank.com).

