



Mustain Consulting

Managing Your Image...It's All About You!

July 2009

Fact Sheet

Mustain Consulting is a southwestern Illinois-based image management firm specializing in strategy and implementation of publicity and marketing programs that build your business. We bring a wealth of knowledge and experience to you while using tools that give you the competitive edge.

We help to manage the images of small to mid-size businesses in the St. Louis, Missouri Metro-East area and beyond. At Mustain Consulting we plan, create, and execute integrated image enhancement, publicity, and marketing strategies that will help you:

- ✓ Define, refine, and/or redesign your image
- ✓ Surpass your competition
- ✓ Attract new customers
- ✓ Retain your current customers
- ✓ Maximize growth potential

Publicity and marketing services offered by Mustain Consulting to define, refine, and/or redesign your image include:

- ✓ Marketing Research & Review
- ✓ Competitive and SWOT Analysis
- ✓ Customized Weekly Summaries of All the Business-Relevant News You Need to Know to Compete and Succeed
- ✓ Development and Preparation of Brochures, Fliers, and Other Publicity Materials
- ✓ Development and Preparation of Business Communications and Correspondence
- ✓ Coordination of Event Promotions
- ✓ Preparation of Advertising Copy
- ✓ Newsletter Development and Preparation
- ✓ Preparation of Organizational Profiles and Histories
- ✓ Copy Preparation of Annual Reports, Booklets, and Directories
- ✓ Media Contact Coordination
- ✓ Preparation and Distribution of Press Releases and Articles
- ✓ Development and Preparation of Media Kits, including Fact Sheets and Background Releases

Mustain Consulting offers image consulting, publicity, and marketing services at very reasonable rates and with much flexibility. Our services help to bring your customers to you while positioning you as the expert in your field. Customized services are available as well that are tailored to meet your needs. We also work with an established network of graphic designers and printers who are ready to meet your advanced project needs.

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