

▶ THE LOOK

▶ THE EXPRESSION

▶ THE CORE

▶ THE BRAND

je ne sais quoi . . .



described

Vol. 4 January 2010

DISCUSSIONS ON COMMUNICATING THAT SPECIAL SOMETHING THAT WE ALL POSSESS.

Begin. . .again. . .in twenty-ten

Whew! It was a close one, but we made it. Maybe we have a little less money in the bank, gave smaller and more meaningful gifts during the holidays, had a less impressive bottom line, lost a job, ended a relationship, skipped the annual vacation or made some modification to our lives to adjust to 2009's trying times. So here we are; standing with opportunity staring us in the face.

Regroup. Dust yourself off, reflect and organize. Give yourself credit for making it through; then take time to look back (for just a moment) on this past year. Think about what you would have accomplished in better times, how you might prepare for future lean times and what you need to move forward successfully. Write it all down.

Decide. Envision what you want life look like in the future and decide:

- how you will move forward as your most authentic self with a positive personal brand, clear goals and a commitment to succeed
- to live life on your terms with service to others in mind
- to only put your energy into those things that move you towards your goals
- what you will do every day to move closer to the tomorrow you are committed to move, be and breathe the air of progress

Evidently Assured (EA) in 2010

Welcome to our new clients:

Kevon Edmonds: Award winning vocalist and proud carrier of the R&B torch. Kevon has had an amazing career, beginning with performing as the lead singer of the multi-platinum selling group After 7 (www.kevonmusic.com).

Peace & Happiness: An organization formed by Ugandan sisters Mirembe & Ssanyu Birigwa, dedicated to the economic and social stability of underprivileged Ugandan communities that have experienced devastating wars and civil unrest (website coming soon).

Stephanie Todd: Jazz inspired young artist who fuses the music of singers like Etta James and Nina Simone with the music to today (www.myspace.com/stephanietoddmusic) Website coming soon.

Benny: Passionate, talented, up and coming R&B artist (www.bennymusic.com)

We truly appreciate the great relationships we have with our existing clients and look forward to more successes in the coming year.

Now is the time to communicate, enhance, publicize, rebrand, commit, persevere and serve. We look forward to serving you.



After our reflection: We decided that we would incorporate the following and look forward to being in touch with you even more.

EA Tuesday: Exciting new blog on our site that will discuss the brand and public relations challenges, happenings and successes of our clients. Photo features will be added.

EA Bi-weekly brand challenge: every other week beginning on January 11th will issue a brand challenge at www.evidentlyassured.com to assist you building your brand and enhancing your communications strategy. We will feature selected stories from the feedback on successes.

Call us to inquire about our services:

- Communications strategy
- Public relations
- Brand development
- Event management
- Project management

For individuals and small/medium sized businesses.

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Brand Tip of the Month

Take time to assess your strengths and areas for improvement. Highlight your strengths by using them as the foundation for building or enhancing your brand. If you're a great organizer, be consistent and find opportunities to serve others through your organization. If you're a trouble shooter, serve others by assisting them in working through problems. Be aware of your areas for improvement and minimize them by seeking assistance.