



BEHEARD SOLUTIONS

Find your voice, tell your story and be heard.

About Be Heard Solutions

Be Heard Solutions was founded in 2005 as a subsidiary of Cherry Communications by The Power Publicist Shannon Cherry, APR, MA, an award-winning marketing strategist.

Developed exclusively for women-led businesses and entrepreneurs, the company helps **are struggling to rise above the marketing noise by providing cost-effective, results-oriented marketing inspiration and ideas.**

Be Heard Solutions provides marketing services, workshops, manuals and mentoring programs.

The company uses a virtual publicity and marketing services, with a package, rather than retainer model. This makes creative solutions available for any sized business or solo entrepreneur at affordable rates.

By increasing visibility, credibility, and marketability, **Be Heard Solutions** helps clients find their voice, tell their story and be heard.

184 Lancaster Street
Albany, NY 12210
T. 518.248.6592

www.beheardsolutions.com



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Company Fact Sheet

Company Name:	Be Heard Solutions
Company Headquarters:	Albany, NY - The Capital of NYS
Founded:	2005 as a subsidiary of Cherry Communications (founded 2002)
Founder:	Shannon Cherry, APR, MA The Power Publicist Award-winning marketer, international speaker and author
The Mission:	Be Heard Solutions, a subsidiary of Cherry Communications, is dedicated to helping women-led businesses and entrepreneurs who are struggling to rise above the marketing noise by providing cost-effective, results-oriented marketing and publicity inspiration and ideas.
Financial Information:	Private Company
Product Information:	Marketing Strategy packages Marketing Manuals Mentoring Consulting In-person & telephone seminars
Target Audience:	Businesses led by women Entrepreneurs Solo Professionals Consultants Coaches
URL:	www.beheardsolutions.com

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About Shannon Cherry



Shannon Cherry, APR, MA *The Power Publicist*

Public Relations and Marketing Pro, Author and International Speaker

Shannon Cherry is known as the Power Publicist and is founder and president of **Cherry Communications**, which includes the subsidiary **Be Heard Solutions**. She works with small business owners and entrepreneurs to help them attract more prospects by using the power of publicity and promotions. For more than 15 years, she's been turning people's thoughts and ideas into clear, concise, compelling stories – the kind that stands above the rest and gets noticed.

A former TV and newspaper journalist, Shannon has aggressively designed and developed dozens of innovative public relations strategies through various press conferences, trade shows, and news releases. Her clients have appeared on the pages of *USA Today*, *the New York Times*, *Yahoo! Internet Life*, *Entrepreneur*, *Associated Press*, *First for Women*, *Popular Photography*, and *Parenting* and have been featured on the *Today Show*, *CNN*, *The History Channel*, *Good Morning America*, and *Oprah*. She has received several state and national awards for brochures, newsletters and magazines she wrote and produced.

Major organizations including Minolta, Alaska Airlines and the US Department of Justice have turned to Shannon for her insight and skills. Because of her own entrepreneurial spirit, however, she most enjoys helping small businesses, consultants and entrepreneurs to bring in more business. She has created her virtual marketing firm using a package model, rather than retainer model, to help her clients maximize their marketing dollars, without the added costs of a traditional firm.

Adept in creative communication planning, Shannon has also developed several events that have received national recognition including *An Evening with Christopher Reeve*, *The New York International Wine Auction*, and *Abilities Awareness Week*.

Shannon earned accreditation in public relations from PRSA in 1995. She received her bachelor's degree in communications from SUNY Geneseo and a MA in Communications Administration for the University of Memphis.

Shannon is the co-author of two books: *Become Your Own Great & Powerful: A Woman's Guide to Living Your Real, Big Life* and *Parenting Beyond Belief* (Amacom Books, 2007). She also is the blogger behind Startup Spark, one of the top 50 business blogs in the world, and the Be Heard! Blog, which highlights ready to use publicity and promotion tactics for business owners.

Shannon also publishes the popular and highly-recommended ezine, Be Heard!, which goes to thousands of subscribers weekly.

Three things about Shannon you may not know:

1. She's an accomplished mezzo soprano who has sung with BB King and for Christopher Reeve.
2. She did her first interview broadcast when she was five: asking Joe DiMaggio some very pointed questions.
3. She's married to a Brit and has grown to like Manchester United (his home team).

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The Power of Women

Fact Sheet

Women and spending:

- Women currently make up 80 percent of consumer spending.
- They currently purchase more than half the automobiles that are sold in this country.
- They consistently purchase more groceries, apparel and durable goods than men and they have become the primary ones to make healthcare decisions, in 75 percent of American households.
- Women also make up 41 percent of the individuals with a net worth of \$500,000 or more.

Women and business:

- Nationwide, women-owned businesses have grown steadily in each of the last ten years.
- As of 2004, almost two-thirds (63%) of all women-owned businesses are privately-held majority (51%) or more women-owned for a total of 6.7 million firms.
- Women currently own approximately 9.1 million small businesses in the U.S. and are starting them at twice the rate of their male counterparts.
- Women-owned firms in the U.S. now provide jobs for 18.5 million people and generate sales of nearly \$2.38 trillion annually.
- Eighty-six percent (86%) of women entrepreneurs say they use the same products and services at home as they do in their business.
- Women and men business owners have different management styles. Women emphasize relationship building as well as gathering facts; are more likely to consult with others, including experts, employees and fellow business owners; and may take more time to make decisions.
- Women business owners are philanthropically active: 70% volunteer at least once per month; 31% contribute \$5000 or more to charity annually; 15% give \$10,000 or more.

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Story Ideas

The Power Publicist Shannon Cherry, APR, MA, has helped hundreds businesses to be heard. For more than 15 years, she's been turning people's thoughts and ideas into clear, concise, compelling stories – the kind that stands above the rest and gets noticed.

As a former television personality, Shannon knows how to connect with any audience. After years in the news media – one of the toughest, most competitive environments where communicating is essential – she has a knack for telling stories and bringing concepts alive with humor and thoughtful tips.

Savvy and on-target, Shannon shares insights and principles of marketing, women in business, and entrepreneurship. An award-winning marketer author and international speaker, she is the founder and president of Cherry Communications, and its subsidiary Be Heard Solutions.

Why many small businesses fail. According to US census research, more than 572,900 small businesses – mostly developed by entrepreneurs – were created in 2003. But, by year's end less than one-third were still in business. *How can an entrepreneur avoid becoming the next statistic?* Shannon knows the difference between success and failure, explains how to leverage a person's own strengths to stay successful.

Marketing mistakes women make. Many women entrepreneurs are technical experts in what they do but start a business without any formal training or experience in management practices and principles. As a small business owner, you literally are your business. Shannon shares the top five marketing mistakes women in business make - and explains how to leverage personal strengths to avoid them.

Why women are the future of business. Women currently own approximately 9.1 million small businesses in the U.S. and are starting them at twice the rate of their male counterparts. And currently women make more than 80 percent of all consumer spending. That's a force to be reckoned with and Shannon explains the implications on business and society.

Insider secrets to becoming an expert. Shannon shares techniques and proven strategies that leaders use to create a positive attraction. She explains how to showcase YOU, while strengthening the ability to persuade and inspire, increasing the sphere of influence, and unleashing the power of personal charisma.

Additional Ideas:

- Grow your business without breaking the bank
- The art of networking
- Your mini-billboard: the business card
- The #1 misconception about direct mail
- The 7 mistakes in event planning and how to avoid them
- Selling yourself without selling out

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