

WESTWIND COMMUNICATIONS

A PUBLIC RELATIONS &
MARKETING FIRM THAT
GETS RESULTS



www.WestwindCos.com

Westwind Communications is a public relations and marketing firm whose philosophy is to place the best interests of its clients first. This is accomplished by establishing a monthly retainer fee for marketing services, negotiating the best rates for all radio, television, print and web ads and passing the savings on to the client.

Scott Lorenz, President of Westwind Communications utilizes the best available and most qualified free-lance talent on a job-by-job basis. Plugging in outside sub-contractor's ushers in creative energy, provides budgetary options, eliminates bureaucratic crawl and gets clients more involved in the day-to-day marketing or PR decisions. Clients work with senior individuals utilizing their vast experience from a wide-range of campaigns.

Tapping into the creative energy of their talent pool, Westwind encourages the tendency of individuals who are more productive in their own independent work environment while mixing and matching team members for max effectiveness on campaigns.



R. SCOTT LORENZ



Book Marketing Strategy: In a typical book marketing campaign, Westwind Communications targets book reviewers at magazines, newspapers and electronic media across the United States. Since our contacts in the media are exceptionally good, we have a high success rate with frequent placements. Westwind develops and nurtures relationships with writers, editors and producers so they trust us when we give them a story idea.

Book Publicity Challenges: To demonstrate the formidable task of promoting a book, at a recent conference the producers of the Today Show and Good Morning America said they each receive about 75 books EVERY DAY!!!! With those incredible numbers unless an author has a PR person working for them it is unlikely their book will ever cut through the clutter to get on the radar screen.

R. Scott Lorenz,
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