

6-Month PR Contract
for Leadership Coaching Company

Overview

Karie Reynolds was retained in May 2021 to introduce Luscious Mother and LUMO coaching programs and leadership development consulting services.

OBJECTIVES:

- Position Luscious Mother as a go-to resource for working women who want skills and support in balancing work and motherhood.
- Position LUMO as a leader in developing policies and creating cultures that keep women in the workplace.
- Position Founder and CEO Sarah Olin as a thought leader on what women need to thrive in work and in life.

STRATEGIES:

- **Media Campaign:** aggressive outreach to introduce LUMO and Sarah Olin to reporters and writers covering motherhood and workplace topics.
- **Reputation Building:** offer useful, educational advice/recommendations to mothers and employers.
- **Partnership Development:** Identify communities and complementary brands for content sharing, affiliate relationships, and co-branding opportunities.

Results: Media Coverage

LiveCareer

7 Tips for Writing a Resume After Being a Stay-at-Home Mom

By Audrey D. Brashich
Career Advice Expert



"Being a mother is an asset, not a liability," says Sarah Olin, an executive and leadership coach who's worked with clients from Amazon and Google and who founded *Luscious Mother*, a collective of coaches who work to empower women in their careers. "Mothers are smarter, better at improvising and problem-solving, and more organized than they've ever been before."

Forbes

Career Experts Weigh In: Seven Strategies For Women And Mothers Looking For Job Opportunities In 2021



Christine Michel Carter Senior Contributor @
ForbesWomen
I write about the challenges of today's working parents.



Don't be afraid to negotiate for yourself. No one else will.

"The pandemic made it clear to everyone that moms are under-supported. So if anything, moms need to be braver about taking the risk to ask for what they need to perform at their best, without fear of retribution. To get into partnership with their employers to create it. Because smart employers will listen." - Sarah Olin and Anna Conathan, co-founders of *Luscious Mother*

Babe
WATCH



THE NEW NOW

"I stepped out of work during Covid-19 and can't get back in."
Peep these career reentry tips by our friends at LUMO.

By Babe | Illustration by Ana Hard

Results: Brand Partnerships



Embrace
Cozy Newborn Carrier
Soft Air Mesh

GIVEAWAY!
\$2,100 in prizes!

BEYOND YOGA
matrescence

Inclusion in multi-brand giveaway for launch of new Embrace Carrier

BUILD BETTER BOUNDARIES
LUMO • HEALTH • WELLNESS • 6 COMMENTS

9 Guest Posts on Ergo's Blog

As the lines between various aspects of our lives have blurred over the last two years, there's been a lot of hubbub in the town square of social media about what it means to set and enforce personal boundaries. "Boundaries seem mean, or selfish. And they're exhausting to keep up." "I tried to lay a..."

lumoleadership

Last chance!
Sign up and get your Ergobaby Omni Dream baby carrier today!

SIGN UP TODAY!

Free Ergobaby Omni Dream Carrier with purchase of LUMO's Expecting Moms Online Program



Sent to 100K weeSpring Subscribers

Attention: Chief Everything Officer
weeLOVE, from weeSpring weelove@weespring.com
Re: [no name] Request

Thursday, August 11, 2023 at 6:02 PM

weeLOVE *a few of our favorite things from weespring*

Motivated as a Mother
LIVE YOUR PURPOSE WITH LUSCIOUS MOTHER

As a mom, you've got a lot on your plate, including the dinosaur-shaped chicken nuggets your kiddo didn't eat. And juggling ALL THE THINGS—amidst a pandemic—makes that plate feel like a zillion pound moving sphere that definitely *doesn't* fit in the dishwasher and is on the verge of breaking. #serenitynow

But here's the plus side: all of your multitasking, creativity, resourcefulness, quick thinking, remote (everything) supervising, and general wizardry translates to a set of incredible skills that serve you in motherhood and your career. [Luscious Mother](#), a coaching company for moms, is here to help you hone in on what's next in your professional life. Their awesome coaching and courses cover everything from handling mom guilt to communicating boundaries to returning to work in person (although no one seems to miss "real" pants).

Luscious Mother just announced that as part of Meghan Markle's [40x40 mentorship initiative](#) in honor of her 40th birthday, they will be giving away 40, 40-minute coaching sessions to women who need support re-entering the workplace. Considering the COVID-19 childcare crisis forced nearly 2 million U.S. women out of the workforce over the past year and a half, this comes at a perfect time.

When awesome women come together to rally behind each other, amazing things happen. You in?

LOVE IT? [sign up!](#)

"We'll also continue to send this to our new subscribers and again to current folks at timely intervals (i.e., perhaps after maternity leave is over—or a year post due-date in case moms didn't return to work right away—we collect this info when users sign up). This email will hit inboxes at a time when they are needing/wanting this type of support!" - S, weeSpring's newsletter editor

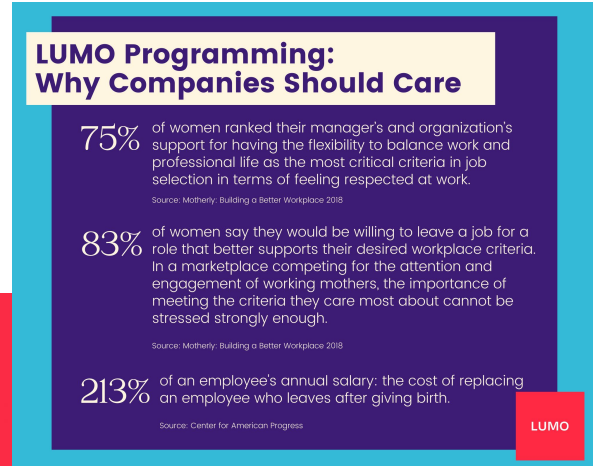
Results: Thought Leadership

Analysis of the McKinsey & Co. and LeanIn's Women in the Workplace 2021 Report yielded second wire release highlighting LUMO's solutions and infographics for press outreach and LUMO presentations to employers and investors.



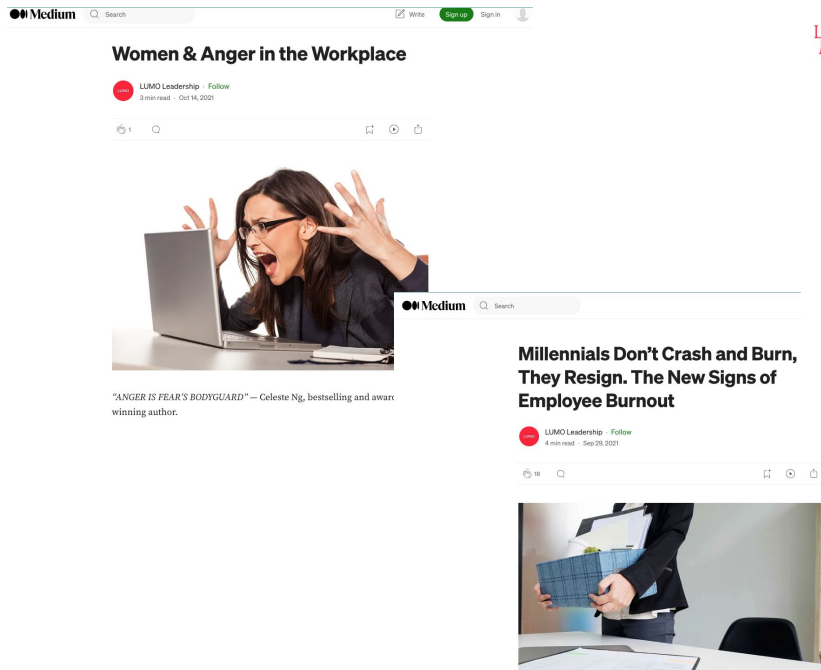
Roughly **half** of new parents are leaving employers for jobs offering more family friendliness — and less money.

— Bright Horizons



Results: Thought Leadership

LUMO leaders' responses to media queries and commentary on trending news provided the starting point for **10 original articles** shared on LUMO and Luscious Mother's blogs, LUMO's Medium channel, and submissions for guest posts.



LUSCIOUS MOTHER

OFFERINGS ABOUT US COACHING LUMO BLOG

Celebrating Lusciousness: Luscious Mother Joins 40x40 Initiative

Aug 6

Have you seen the 40x40 initiative? We know what kind of magic happens when women support each other and this takes it to a whole new level. Launched by the [Archonell](#) Meghan Markle's 40th birthday, the 40x40 initiative asks mentors of all kinds to [pledge time to women re-entering the workforce](#) after the pandemic. Considering the Covid-nearly 2 million U.S. women out of the workforce over the past year and a half, we'd sc impeccable timing (and taste...but that's a story for another time.) The 40x40 initiative likes of Hillary Clinton, Stacey Abrams, and Katie Couric and it's just getting started.

Before we get to how the Luscious Mother team will be using our unique gifts to mentor workforce, we want to first remind you and mothers everywhere -- and the people w them -- that mothers have not spent the past 18 months languishing, but leveling up.

LUMO

FOR BUSINESSES FOR EMPLOYEES WHY LUMO INSIGHTS & ARTICLES ABOUT LUMO CONTACT US

Working Harder Isn't the Answer: How Prioritizing Rest Will Help You Accomplish More

By: LUMO Leaders - Publish On: September 17, 2021



She may be a cultural icon who has inspired the nickname, "Queen Bey" but even Beyoncé feels the pressure of working

Recommendations and Key Learnings

Focus on LUMO Solutions

Connect to the moment AND offer a solution. *Reaching Gender Parity* and *Beyond Flexibility*, the two media pitches with the most multiple opens, offered LUMO's new solutions to zeitgeist issues.

Leverage Trending Stories Quickly

Joining Meghan Markle's #40x40 Initiative resulted in this [blog post](#), provided an opportunity to pitch LUMO to journalists in the context of a broader story, and resulted in weeSpring's newsletter feature.

Refine + Align LUMO Messaging

LUMO has the expertise and the passion to meet the needs of the moment - *helping parents successfully integrate work and life and helping employers retain their parental talent*. This passion and expertise needs a short and simple narrative and a strategy for sharing it consistently across channels.

Repurpose LUMO Content

LUMO has developed a vast amount of original content, from the EMOP program to guest posts written with significant support from Karie Reynolds Communications to the Podcast Series to the new Webinar. This content should be inventoried and shared intentionally across channels to position LUMO as a thought leader and go-to solution for the challenges facing parents and employers.