



kissal communications



Summer 2021 | Issue 2

Cheers to Summer 2021 and Strutting Forward into Fall

KComms delivers the second issue of KComms Quarterly(ish)



I love the idea of “strutting.” It conjures images of John Travolta in *Staying Alive*, feeling good, confident, and positive. And that’s how I feel about our summer and looking into Fall.

Kids have started going back to school and summer is coming to an end. And it was a good one.

After a year and a half of virtual schooling, quarantining, isolating, lack of activities and socializing, I was mindful about approaching this summer with a balance of ensuring the kids enjoyed their time off (I feel like they deserved it) but not being too bored or lazy. I also needed to maintain momentum on client work and other internal KComms projects.

Mindfulness paid off, and the summer delivered all of that.

We spent some time in our favorite place near Charleston, played plenty of golf and tennis, hit the pool, more beach time, and eventually sleep-away camp (not for Mom and Dad).

Shifting gears, the Fall looks just as promising! With exciting new clients and collaborations, we are also eager to showcase some refreshed KComms branding.

Cheers to celebrating successes and creating many more!

Sincerely,
Katie Kissal
CEO, Kissal Communications, LLC

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Client Spotlight

In spring of 2021, KComms was chosen by M923 Consulting, LLC, (M923) to help create a newly branded website.

Led by president and CEO Martha Ellison, M923 is a woman-owned small business that provides management and pricing support for government and commercial contracts. The company provides a full life-cycle of services, including contract management, compliance, and cost/pricing.



“Our mission is to provide customized services and solutions, along with a unique dedication to customer service,” said Ellison. This high level of individualized commitment does not leave her with extra time to work on many projects outside of client work.

“I needed help to outline the layout of the website and create the accompanying copy,” she said of her decision to hire KComms. “I also wanted to ensure we were striking a professional tone while demonstrating M923’s expertise and uniqueness of customer service.”

The website launched in June 2020, and Ellison is thrilled with the outcome. “I believe our web presence strikes the exact tone I was looking for, and I look forward to working more with Katie in the future.”

[Learn more about M923.](#)

Things We Are Loving



Mindfulness Resources

***Think Like a Monk: Train Your Mind for Peace and Purpose Every Day* by Jay Shetty**

Having lived as a monk for three years, Shetty shares lessons on the benefits of the “Monk Mindset.” Whether your goal is to find purpose and clarity, build a life with mindfulness, or create overall wellbeing, Think Like a Monk outlines tools to master your mind and improve your outlook.



@mydefiningmoment

In need of a quick perspective check or “aha” moment? Giulia Preziuso, LMHC, provides quick yet powerful takes that can help flip the switch any given negative mindset.



Waking Up with Sam Harris

This app has helped me make routine what I had struggled to commit to before. It provides a daily meditation in a 10 and 20 minute version, and has plenty of other mindfulness content I listen to when driving. For someone who has a hard time “quieting” her brain, the 10 minute meditation is the perfect way for me to start my morning.

Tips

8 Tips for (Real) Self-Care

The term 'self-care' is consistently over-used in today's media, especially in quarantine and pandemic-related social media content. Its saturation of marketing efforts have watered down the true definition, making the term vague at best.

KComms teamed with clinical psychologist Dr. Lauren Fisher, owner Del Ray Psych & Wellness, to address the true meaning of self-care. "Many individuals are finding their emotional and physical health in a depleted state due to the chronic and significant stressors as a result of the pandemic," said Fisher. "This is an excellent time for individuals to support their overall health through daily intentional self-care." According to Fisher, self-care is aligned with the 8 Dimensions of Wellness:

- Physical
- Intellectual
- Emotional
- Social
- Spiritual
- Vocational
- Financial
- Environmental

Click here to read more about the 8 Tips for (Real) Self-Care, and other health and wellness tips by KComms.



Thank you for checking out another issue of KComms Quarterly (ish). We look forward to continued updates on fun client work, collaborations, and tips that can help overall wellness and health.

Many thanks,

Katie