



## The Lisa Company

### Our Media Kit

**About LISA Holton:** Lisa Holton has written for newspapers, magazines, books, film and video for more than 25 years. A newspaper journalism graduate of Northwestern University, Lisa has worked as a Business Editor and reporter for the Chicago Sun-Times, an editor at Thomson Media and for the last 11 years, head of The Lisa Company, a writing, editing and research company.

Lisa is a specialist in business, workplace and investing topics and has authored or co-written 13 books. In 2005, she became a contributing writer for the Financial Planning Association on consumer finance and retirement planning issues. Holton has written for a variety of national magazines and newspapers including *Corporate Board Member*, *CME magazine*, *the American Bar Association Journal*, *Parents*, *American Demographics*, *Latina*, *Working Mother*, *the Boston Globe* and the *Chicago Tribune*. She is also a busy writer for corporations, associations and universities worldwide.

**About The Lisa Company:** The Lisa Company was founded in 1998 to produce great copy for publications in print and on the Web. Since then, our business has expanded to support corporations and universities with print, Web and video communications. In 2008, we entered into a partnership to produce video podcasts for the web and interoffice communications.

### Our Services:

- Blogging
- Books
- Brochures/Booklets
- Communications Support
- Custom Publications
- Editorial Services
- Ghostwriting
- Newsletters
- Organizational Histories
- Video Production and Writing
- Web Content
- Web Video
- White Papers

## Our Approach:

Every assignment we bid for starts with one very important question: “Who’s your audience?” We don’t always get a clear answer the first time we ask, and that’s OK. It’s part of our job to help clients find the answer. Audience determines everything – who will read the article, watch the video, benefit from your report or event and who will run to the bookstore to buy your book. “Who’s your audience?” may confirm the exact details of the project you would like us to help you do – or it may give you a completely different and more productive direction.

## Recent Corporate/Nonprofit Clients:

*The Lisa Company serves editorial, corporate and nonprofit clients worldwide:*

AARP • A.C. Nielsen • American Academy of Periodontology • American Airlines Custom Publishing • American Bar Association • American College of Physicians • American Medical News • American Demographics • American Lung Association • Arthur Andersen • Blue Cross Blue Shield Association • Boston Globe • CCH Inc. • Cardinal Health • Chicago Tribune • Crain's Chicago Business • Corporate Board Member magazine • DePaul University • Electronics for Imaging • Euro RSCG Worldwide • Financial Planning Association • Garrett Evangelical Theological Seminary • Grant Thornton • John Marshall Law School • Kellogg School of Management • Key Professional Media • LaSalle Bank • Learning Point Associates • Loyola University • Marketing NVP • Motor Coach Industries • National Association of REALTORS • Nuveen Investments • Parents Magazine • Protiviti KnowledgeLeader • Robert Morris College • s2 marketing + communications • Sears Roebuck and Co. • Socrates Media • Southern Progress Custom Publishing • SpencerStuart • Underwriters Laboratories • University of Illinois at Chicago • Whirlpool Corp. • Working Mother • Working Woman • WORTH Interactive

## Books We've Written or Edited

- *Business Valuation for Dummies*, For Dummies/Wiley Publishing, August, 2009.
- *For Members Only: A History and Guide to Chicago's Oldest Private Clubs*, Lake Claremont Press, May, 2008.
- *Everything Mortgages Book: Find The Perfect Loan To Finance The Home Of Your Dreams*, Adams Media Corp., August 2008.
- *Accelerated Disruption: Understanding the True Speed of Innovation*, Easton Studio Press, 2007.
- *The Encyclopedia of Financial Planning*, FPA Press, November 2006.
- *Rental Property Investing: Know When to Buy, Hold and Flip*, Socrates Media, 2006.
- *Marketing by the Dashboard Light* by Pat LaPointe, Marketing NPV, 2005.
- *Are You Ready to Incorporate?* Socrates Media, 2005.
- *Buying a Franchise*, Socrates Media, 2005.
- *College Majors that Work – A Step-by-Step Guide to Choosing and Using Your College Major* by Michael Viollt, Octameron Associates, 2004.
- *The Essential Dictionary of Real Estate*, by Lisa Holton, Barnes & Noble Books, 2003.
- *100 Ways to Cut the High Cost of Attending College* by Michael P. Viollt, Cooper Square Press, 2002.

2001.

- *How to be a Value Investor* by Lisa Holton, McGraw-Hill, 1999.

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