

From PR Pro to Thought Leader

How Every Little Word Helped
Goodwin Consulting Amplify its Voice

THE CLIENT



Goodwin Consulting is an award-winning PR firm providing cutting-edge public relations strategies to nonprofit and for-profit organizations throughout Massachusetts.

THE CHALLENGE

Goodwin Consulting needed high-quality thought leadership content to increase visibility but lacked the time to create it in-house.

THE SOLUTION

Goodwin Consulting partners with Every Little Word for the creation of bi-weekly thought leadership blog content in the brand's unique voice.

THE OUTCOMES

- ▶ **Goodwin Consulting regularly publishes thought leadership content.** Every Little Word's Content ConversationsSM drive strategic discussions used to create impactful blog posts.
- ▶ **Goodwin Consulting earns increased visibility and engagement.** The PR firm repurposes the blog posts as email and LinkedIn newsletters. The email newsletter boasts a 48% average open rate and yields minimal subscriber churn.
- ▶ **Goodwin Consulting pays undivided attention to clients.** Every Little Word's collaborative approach creates a powerful online presence for Goodwin Consulting while allowing the firm to focus on billable client work.

A [Goodwin Consulting](#), an award-winning PR firm based in Boston, Massachusetts, specializes in developing cutting-edge public relations strategies that amplify brands, ignite engagement, and boost revenue for a wide range of clients. The firm's founder, [Tara Goodwin](#), is a lifelong entrepreneur with over three decades of experience in crisis communications, media relations, and content development.

Since launching her first venture in 2001, she has advised a diverse roster of clients ranging from startups to high-profile CEOs and professional athletes. Known for her candid counsel, Tara tailors communications programs that help clients build awareness, drive engagement, and establish lasting, profitable relationships.



The Challenge: Publish High-Quality Content Regularly

Striving to “walk the talk,” Tara knew that prioritizing Goodwin Consulting’s visibility would not only lend credibility to her brand but also demonstrate her firm’s standard of excellence. However, she struggled to carve out time to create her own content without sacrificing billable client hours.

“We provide blog posts, social media posts, and other content for our clients,” Tara says, “and I knew I needed to do the same for my own business; I just didn’t have time.”

The Solution: Partnering with Every Little Word for Consistent, High-Quality Thought Leadership Content

In the summer of 2020, a colleague encouraged Tara to consider Every Little Word. She booked a [Discovery Call](#) and met owner [Kristen Sweeney](#) for the first of what would become many valuable interactions.

“I liked her approach; I liked her personality; and most importantly, I thought the writing was just excellent,” Tara shares. “Every Little Word’s content captured everything I wanted with minimal effort on my part.”

After assessing Goodwin Consulting’s goals and needs, Every Little Word developed an every-other-week blog strategy centered on [thought leadership content](#) written in Tara’s expert voice.

“The content from Every Little Word sounds like me—me on my best day!” Tara says.

“The content from Every Little Word sounds like me—
me on my best day!”



Content Conversations drive brand-aligned content

“Before I outsourced my content to Every Little Word, I felt like the shoemaker who doesn’t have shoes,” Tara jokes. “My team and I were always juggling client needs, with [no time](#) left to focus on our own content.”

To date, Every Little Word has written, edited, and published nearly 100 blog posts for Goodwin Consulting, each one crafted from a highly focused [Content Conversation](#) that requires less than 30 minutes of Tara’s time.

“As a CEO, my goal is always to find partners who can work efficiently and lighten my load. Every Little Word has accomplished that ten times over,” Tara says.

“Outsourcing our blog content to Every Little Word has yielded articles that authentically capture my voice—so much so that even my boyfriend can’t tell the difference,” she raves. “The minor tweaks I occasionally make are just that—minor—underscoring how seamlessly ELW integrates into my business.”

“As a CEO, my goal is always to find partners who can work efficiently and lighten my load. Every Little Word has accomplished that ten times over.”

“I can openly share my insights, knowing the team will gently guide me toward the most valuable topics for my clients and bring out the best of my knowledge and expertise.”

Strategic guidance cultivates meaningful thought leadership

“Fabulous” is how Tara describes Every Little Word’s collaborative content creation process. “I can openly share my insights, knowing the team will gently guide me toward the most [valuable topics for my clients](#) and bring out the best of my knowledge and expertise,” she says.

As a thought leadership partner that encourages rich, nuanced conversations, Every Little Word articulates Goodwin Consulting’s unique brand voice while producing meaningful, strategically aligned content that Tara is proud to share.



Consistent content increases visibility and engagement

“I wanted content that would keep Goodwin Consulting top of mind so that when people need PR services, they know who to call,” Tara says. Every Little Word has done just that, helping the firm maintain a consistent brand presence that never slaps the reader with a sales pitch.

“As a PR expert, my work is all about visibility. It’s about getting visibility for my clients, and it’s about getting that visibility fast and first. And if I’m not getting visibility for my own business, then I’m not walking the talk. I want my clients to see the care and attention I give my own company and know that I’ll do the same for theirs,” Tara explains.

By leveraging her content in business pitches and sharing it on social media platforms like [LinkedIn](#), Tara has fostered a dedicated following that appreciates her authenticity and depth.

“I send each blog post as an email newsletter,” she explains, “and I have a 48% average open rate!” The engagement [metrics are promising](#), but what stands out just as much are the personal impact narratives. One reader contacted Tara to share that she’d applied advice from the PR pro’s recent blog post and scored her dream job.

Tara reveals that her content has earned accolades from former business coaches and subscribers alike. “There are a lot of CEOs and business leaders who read my content on a consistent basis. I think it’s because these aren’t puff pieces. My content offers honest, authentic insights that genuinely impact people’s lives and careers.”

“As a PR expert, my work is all about visibility. It’s about getting visibility for my clients, and it’s about getting that visibility fast and first. And if I’m not getting visibility for my own business, then I’m not walking the talk. I want my clients to see the care and attention I give my own company and know that I’ll do the same for theirs.”



The Outcomes

With Every Little Word's content partnership, Goodwin Consulting has achieved the following:

- ▶ **Strategic thought leadership content.** Goodwin Consulting's blog is packed with [helpful](#) thought leadership content that reflects the brand's voice and its CEO's expertise. Every Little Word's [Content Conversations](#) help Tara clarify her ideas and organize her thoughts for maximum impact.
- ▶ **Increased visibility and engagement.** Goodwin Consulting sends email and LinkedIn newsletters that repurpose content from each new blog post. The email newsletter boasts a 48% open rate, enhancing Goodwin Consulting's visibility among prospective clients and reinforcing Tara's reputation as a subject matter expert.
- ▶ **Undivided attention to clients.** The collaborative approach to content allows Goodwin Consulting to maintain a powerful online presence without diverting valuable time from client needs. By removing the writing and execution responsibilities from Tara's busy schedule, Every Little Word empowers her to be a PR thought leader while maintaining her focus on the firm's clients.

Find a Collaborative Partner for Effective Thought Leadership Content

For any business seeking content marketing support, Tara recommends finding a team with a truly collaborative approach. "You can easily find someone to write articles," acknowledges Tara, "but if you want your content to represent your voice and your expertise, you need a content partner who will have in-depth conversations with you. I love the way Every Little Word engages with me to [develop my ideas](#) into a spectacular finished product."

