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Stephen Banick, Founder/President

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To whom it may concern:

It is my pleasure to recommend the services of Michelle Cubas of Positive Potentials for your coaching, identity positioning (branding) and market development/promotion needs.

I have worked with Michelle for approximately fifteen months, and in that time she has been instrumental in helping me prepare for and respond to numerous strategic, tactical and operational challenges. These include creating a core message/identity for a very “touchy-feely” social movement; collaborating with me to segment likely market sectors/niches; developing media and other promotional collateral; and, actually performing marketing communication (setting up meetings, etc.) to get me in front of respective audiences.

Michelle’s project management background, market/media savvy, professional speaking and coaching abilities provide the perfect trifecta for any client – corporate, government, association or entrepreneur – to get their initiative off the ground. She brings the perfect mix of market development savvy and public relations etiquette tenacity to her clients, and is a refreshing departure from other traditional “coaches” or PR/Marketing/consulting firms.

In this time she has been a friend as well as mentor, always “coming from the heart” but with an eye towards the bottom line, and exercising “teaching moments” and “devil advocacy” when they/it were most necessary. She has always been there and accessible, whether to give a pat on the back, issue a timely warning or pass on her own contacts or fresh ideas without consideration of watching the clock or accruing personal gain.

Once more, I highly recommend Michelle’s services. Please feel free to contact me at the numbers above if you have any questions or concerns.

Sincerely,

Stephen Banick,
The Gulliver Project, Inc.

