



Hi Shelby,

For Rep Ink's architecture, engineering and construction (AEC) clients, designing and constructing award-winning projects is their bread and butter (brick and mortar?). It's what they're in the field doing, day in and day out.

The question we often get is how to build a bridge (so to speak) between their expertise and audiences who follow industry news. And while we can't mindread to know *exactly* what trade publications will cover next, we do have a pretty powerful tool at our disposal to help clients land bylined article opportunities.

If you know what you're looking at, editorial calendars can be blueprints for getting your firm coverage where it matters most. Check out our latest blog post to learn how edcals can be your 2023 key to editorial ink.

Cheers!

Steven

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Reaching your company's growth targets requires hustle but you may do more harm than good if you start grinding without a clear business development strategy. Michelle Calcote King welcomes Lori J. Sullivan, president of BluePrint Growth Consulting, to *Spill the Ink* for an insightful conversation about how industry trends are changing the way AEC firms approach their business development and sales plans.

RETHINKING THE AEC PROJECT PORTFOLIO



When selecting an architecture, engineering and construction (AEC) firm, buyers look to past project experience to narrow their search. However, many AEC firms put little thought (and time) into presenting their project successes.

Download our [free guide](#) today to learn:

- What prospective clients want to know
- Nine easy ways to upgrade your project portfolio

ABOUT US:

Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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