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## **What Works Communications Adds Three New Clients**

Austin, Texas (May 6, 2008) – What Works Communications, a boutique marketing communications agency based in Austin, Texas, has added three new clients to its growing roster. The three new clients demonstrate the company's diverse talents and ability to provide marketing communications solutions for clients in all industries.

"These new clients really demonstrate our growth as a company as well as our ability to successfully service clients whether they are in our own backyard or clear across the country," says Al Martin, president of What Works Communications. "We are committed to not only getting business in the door, but keeping those clients happy so they are clients for life, and not just for the short term."

Lease with Crystal ([www.leasewithcrystal.com](http://www.leasewithcrystal.com)), a start-up equipment leasing company based in Los Angeles chose to work with What Works Communications after working with another agency and getting few results. What Works Communications will provide media relations and strategic communications counsel to the company.

"What Works Communications offers the solid partnership and assistance I need to grow my business - and instead of being all talk, they have already delivered tangible results," says Crystal Riley, president of Lease with Crystal. "They have creative, modern, out-of-the-box tools to ensure success - and nowadays that is what you need to stay competitive. I couldn't be happier with What Works Communications and look forward to a very bright future."

What Works Communications also added Dr. Laura Concannon ([www.lauraconcannonmd.com](http://www.lauraconcannonmd.com)) to its roster. Dr. Concannon, an Internal Medicine Physician based in Chicago came to What Works Communications to raise her profile in advance of her forthcoming book on weight loss. The company will provide media relations for Dr. Concannon.

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“Because I am new to proactive public relations, I was looking for a company that would hold my hand and walk me through the process – and get results,” says Dr. Concannon. “I talked to several PR companies and thought What Works Communications would be able to deliver exactly what I need to increase my visibility before my book forthcoming book is released.”

The third client What Works Communications has added is The Financial Farmer ([www.financialfarmer.com](http://www.financialfarmer.com)), a Maitland Fla.-based wealth advisory firm. The agency will assist president, Scott Thomas will media relations to help grow his business and provide publicity support for his forthcoming book, *Financial Secrets for the Man of Means*.

“A friend of mine recommended that I work with What Works Communications because he had had success with the company,” says Scott Thomas, president of The Financial Farmer. “I ultimately hired What Works in order to leverage their strong relationships to gain access to top tier media outlets across the country. The collaborative nature in which the company works with its clients has really helped me to understand how book marketing and public relations, in general, works.”

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**What Works Communications** ([www.whatworkscomms.com](http://www.whatworkscomms.com)) is a boutique marketing communications agency based in Austin, Texas. With a wide range of expertise, What Works Communications provides clients with strategic marketing communications solutions in industries including books, real estate, personal finance, financial services, consumer products, food and nutrition, corporate communications and community relations.