

content|works^{LLC}

connect your message with your **community**

email | mturley@contentworksllc.net

web | www.contentworksllc.net

Our consulting, training and outsourcing services help small businesses, organizations and individuals create authentic content for the print and digital platforms that is designed to engage and inspire their target audiences. In other words, we add the human touch to the branding experience. We share your story through words, audio, images and video to the right people at the right time through the right channel, whether that channel is the website, social media or printed materials. The services are designed to save you valuable resources involving time and money as you seek ways to strengthen your brand and connect your message with your community.

About the Owner

Michael Turley



PROFESSIONAL

- Twenty-five years experience in content creation;
- Digital content consultant, strategist and trainer for 80 newspapers in New York, Connecticut, Pennsylvania, Ohio, Michigan, Illinois, Oregon and California;
- Managing editor, senior news editor, assistant sports editor, copy editor, lead designer, reporter — The State Journal-Register, Springfield, Illinois;
- Adjunct instructor of communication/journalism at Lincoln Land Community College;
- Vice chairman of the Mid-America Press Institute;
- Member of judging committee for numerous journalism competitions.

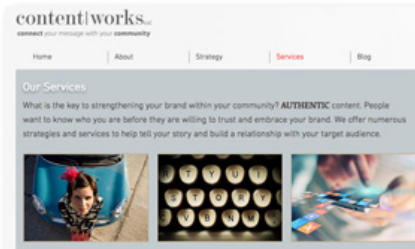
PERSONAL

- Married with four sons;
- Past member of Salvation Army Advisory Board and vice chair of Tree of Lights campaign;
- Eighth-grade boys basketball coach at Springfield Christian School

Join us ...

WEBSITE

- contentworksllc.net



FACEBOOK

- [contentworksllc](https://www.facebook.com/contentworksllc)



TWITTER

- [@ml_turley](https://twitter.com/ml_turley)



Our Services

STORYTELLING

- Copy writing
- Copy editing
- Content curation and aggregation
- User-generated content

ANALYSIS AND MEASUREMENT

- Website
- Social Media platforms
- SEO

CONSULTING AND STRATEGY

- Seminars and workshops
- Webinars

PRINT PLATFORMS

- Create and design ads for traditional print publications;
- Create and design postcards, bifolds and other mailing options;
- Create and design one sheets, presentations, posters, pamphlets and other branding collateral;
- Write and edit press releases;
- Write and edit sponsored articles.

DIGITAL PLATFORMS

- Create, schedule and monitor relevant and engaging content for social media platforms such as Facebook, Twitter, Instagram and Pinterest;
- Design website and create authentic content for site;
- Research, write and edit material for blogs and online articles.