

# Before We Meet

A few things to know before booking a free 30-minute consultation.

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## What happens during the 30-minute meeting?

A relaxed, no-pressure conversation about your business, your communications goals and the challenges you're facing. I'll ask questions to understand where you are, share initial thoughts on how I might help and outline what working together could look like. There's no obligation to commit to anything afterwards.

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## Who is this meeting for?

Founders, comms leads and marketing teams who want senior PR guidance, whether you're launching, scaling, navigating a milestone or simply unsure what your PR strategy should look like.

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## What should I prepare?

Nothing formal. It helps if you can briefly share what your company does, any upcoming announcements or moments on the horizon, and what's prompting you to explore PR support right now. A link to your website or recent coverage is welcome but not required.

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## What happens after the call?

If it feels like a good fit, I'll follow up with a tailored proposal outlining recommended services, scope and pricing. If it's not the right match, I'm happy to point you towards resources or other specialists who might suit your needs better.

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Where are you based and who do you work with?

I'm based in Helsinki and work with clients across Europe and the United States. Most engagements are remote, with in-person work available for clients in Finland or by arrangement.

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Do you also offer AI tools for PR?

Yes. Alongside my consultancy I'm the founder of Pressora (<https://pressora.ai>), an AI-powered PR and communications toolkit currently in early access. Pressora is a separate product and not bundled with consulting engagements, though I'm happy to discuss it during a consultation if it's relevant.

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Ready when you are.

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