

McHugh Menu of PUBLISHING CONSULTING SERVICES



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No matter what your current need for solving specific problems or accomplishing large or small company-wide goals, John B. McHugh can bring a fresh, independent perspective to your organization. Here's just a brief look at what we offer.

SERVICES	DESCRIPTION	BENEFITS TO YOU
Phone Consultation and Diagnostic Interview	<p>Structured discussion focused on a complex problem or challenge.</p> <p>Probing questions to help you uncover less obvious aspects of the challenge.</p> <p>Creative brainstorming to develop goals, solutions, action steps.</p>	<ul style="list-style-type: none"> • Gain an objective, expert opinion from a publishing veteran with 35 + years of experience. • Receive written recommendations and an implementation plan.
Management Audits <ul style="list-style-type: none"> • Book Publishing • Journal & Periodical Publishing • Acquisitions and New Product Development • Staffing Analysis • Marketing/Web Site Analysis • Advertising Sales • Rights/Permissions 	<p>“Appreciative Inquiry” participative approach involving group discussions and in-depth phone interviews with key staff, authors, members, and customers.</p> <p>Detailed analysis of every area of your publishing operation’s strengths and weaknesses, with recommendations to optimize staffing, streamline management processes, and increase sales, revenues and profitability.</p> <p>Extensive list of new product and new market ideas generated by your own staff, authors and customers.</p>	<ul style="list-style-type: none"> • Harness the collective knowledge and wisdom of your own people to create profitable new products and programs in one document. • Make adjustments and correct weaknesses to grow your publishing program to the next level. • Accelerate achievement of recommendations by using McHugh’s practical implementation plan.
Marketing Research <ul style="list-style-type: none"> • New Product Development • Customer Satisfaction • Marketing Effectiveness • Market Analysis • Competitive Analysis 	<p><u>Primary Research:</u></p> <p>All Qualitative methods, including informal round tables, live and online focus groups, in-depth phone interviews, email and mail surveys, conducted with scientifically valid sample sizes.</p> <p>Full written report with analysis and recommendations.</p> <p><u>Secondary Research:</u></p> <p>Analysis, synthesis, and application of data, trends, competitive environment, etc., from published sources appropriate to each market.</p>	<ul style="list-style-type: none"> • Get a “quick read” of potential receptivity to a new product, program, service, organizational direction, etc., by using inexpensive qualitative research. • Reduce risk on new products or programs requiring significant investment by using quantitative research. • “Size” new markets, understand major trends, and assess competitors with incisive secondary research.

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Request for Proposal (RFP) Preparation Service for Outsourcing	<p>Expert guidance in the complex process of identifying appropriate vendors, preparing an effective RFP, evaluating responses, and selecting a new vendor.</p> <p>Ideal for selecting a new warehousing or fulfillment vendor, journals management firm, etc.</p>	<ul style="list-style-type: none">• Save staff hours finding and vetting a new vendor with an RFP.• Find your best vendor—while saving time and money—with McHugh’s proven efficient RFP process.
Brainstorming Session Facilitation & Executive Retreats	<p>One- to two-day sessions organized and managed by an expert facilitator.</p> <p>Assistance in establishing agenda; desired outcomes; plan of action and delegation of responsibilities after the retreat.</p> <p>Ideal for problem solving, generating new product/ market ideas, addressing needed change and planning for the future.</p>	<ul style="list-style-type: none">• Get a fresh, objective perspective from an outside facilitator.• Free staff from time consuming aspects of planning and running the meeting and allow all of them to participate fully by using independent, professional facilitation.
Executive Recruiting	<p>Full service for publishing executives</p>	<ul style="list-style-type: none">• Save costly staff time involved in advertising, screening, and recruiting.• Get an expert evaluation of prospects and final candidates.• Save money! Pay a flat fee vs. typical 33 1/3% of first year salary charged by executive search firms.
Staff Education and Workshops at Your Office	<p>In-house one to two day participative sessions covering McHugh specialties.</p> <p>Workshops customized to staff’s knowledge and information needs.</p> <p>Needs assessment and follow up implementation plan included.</p>	<ul style="list-style-type: none">• Develop necessary staff expertise to excel in the publishing business.• Save travel costs with on-site training.
Project Management	<p>Complete turnkey service using McHugh project management methodology.</p> <p>Ideal for startup journal or any new products, programs or services.</p>	<ul style="list-style-type: none">• Tackle those projects that you don’t have the internal resources to initiate, manage, and complete.• Save overhead costs with an expert as an independent contractor.



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