

# 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
<h3>Phone Consultation and Diagnostic Interview</h3>	<p><b>Structured discussion</b> focused on a complex problem or challenge.</p> <p><b>Probing questions</b> to help you uncover less obvious aspects of the challenge.</p> <p><b>Creative brainstorming</b> to develop goals, solutions, action steps.</p>	<ul style="list-style-type: none"> <li>• Gain an objective, expert opinion from a publishing veteran with 35 + years of experience.</li> <li>• Receive written recommendations and an implementation plan.</li> </ul>
<h3>Management Audits</h3> <ul style="list-style-type: none"> <li>• Book Publishing</li> <li>• Journal &amp; Periodical Publishing</li> <li>• Acquisitions and New Product Development</li> <li>• Staffing Analysis</li> <li>• Marketing/Web Site Analysis</li> <li>• Advertising Sales</li> <li>• Rights/Permissions</li> </ul>	<p><b>“Appreciative Inquiry” participative approach</b> involving group discussions and in-depth phone interviews with key staff, authors, members, and customers.</p> <p><b>Detailed analysis of every area of your publishing operation’s strengths and weaknesses</b>, with recommendations to optimize staffing, streamline management processes, and increase sales, revenues and profitability.</p> <p><b>Extensive list of new product and new market ideas</b> generated by your own staff, authors and customers.</p>	<ul style="list-style-type: none"> <li>• Harness the collective knowledge and wisdom of your own people to create profitable new products and programs in one document.</li> <li>• Make adjustments and correct weaknesses to grow your publishing program to the next level.</li> <li>• Accelerate achievement of recommendations by using McHugh’s practical implementation plan.</li> </ul>
<h3>Marketing Research</h3> <ul style="list-style-type: none"> <li>• New Product Development</li> <li>• Customer Satisfaction</li> <li>• Marketing Effectiveness</li> <li>• Market Analysis</li> <li>• Competitive Analysis</li> </ul>	<p><u>Primary Research:</u></p> <p><b>All Qualitative methods</b>, 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><b>Full written report</b> with analysis and recommendations.</p> <p><u>Secondary Research:</u></p> <p><b>Analysis, synthesis, and application</b> of data, trends, competitive environment, etc., from published sources appropriate to each market.</p>	<ul style="list-style-type: none"> <li>• Get a “quick read” of potential receptivity to a new product, program, service, organizational direction, etc., by using inexpensive qualitative research.</li> <li>• Reduce risk on new products or programs requiring significant investment by using quantitative research.</li> <li>• “Size” new markets, understand major trends, and assess competitors with incisive secondary research.</li> </ul>

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



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