



Shine PR Etc.

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Case Study

Client: Ali Gilmore

Since: 2010

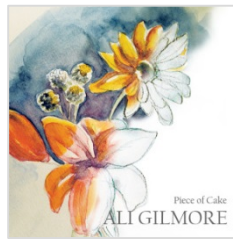
Role: Ongoing Marketing Support

Key Projects:

- ◆ Public Relations Campaign
- ◆ Writing, Editing, Publication Services
- ◆ Web, Social & Digital Media
- ◆ Special Events Management

About the Client

Diagnosed with stage colon cancer in 2010, instead of crumbling she decided to fight. She has since been through numerous rounds of chemotherapy, radiation, and targeted radiation therapies over the last few years. With cancer the ever present aggressor, she takes a stand to share her experiences and is committed to living her life to the fullest. Ali is a genuine life force with her never ending list of stories and songs created to motivate and inspire not only other cancer fighters, survivors, and their family members but to anyone needing a reminder that we all have one life to live – and there's no time like the present.



Shining Work

Ali is a shining star with or without the services of Shine PR Etc. What she really needed help with was additional organization skills and defined strategies to accomplish her bucket list full of aspirations. Like most creative types, all she needed was direction and focus. Here are some of the things Shine PR Etc. has done and continues to work on with this client:

◆ **Public Relations Campaign**

Ali is a public relation manager's dream! Her talents and energy levels are unstoppable. We developed a tight schedule of local radio appearances, charity events, speaking engagements and musical performances, along with a grand CD launch event. Shine PR Etc. coordinated the disbursement of freebies, t-shirts, books, CD's, and more to build up the momentum among her fan base. Michelle sent communication to her existing fan base and requested their reviews and support to help launch Ali's continued success. Her fans were 100% supportive and happy to not only submit positive reviews of her music, book, and speaking engagements – they were also commissioned to participate in her various CD launch events and promotional appearances. Operating within a tight budget, we had to be creative and took advantage of any possible trade opportunities – video production discount in exchange for free web mention and multiple event contracts/exposure across the country (free promotion & advertising), free performances for use of facilities, free books and CD's in exchange for working at

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her events, etc.

Writing, Editing, Publication Services

In addition to general editing and support during the writing of Ali's cancer survival book, Michelle worked with Ali to produce over 20 articles and press releases over the last few years as well as a regular blog feed. Ali's priority was to become a recognized author and known talent not only in her local beachside community but internationally. We targeted publications in the arts and music scenes in her own neighborhood as well as places she intended to travel. We routinely pitched her talents to charities and non-profit organizations looking for meaningful speakers and entertainers. We have nominated her talents for numerous songwriting competitions and recognition awards. Result: her phone hasn't stopped ringing and she now performs regularly in her local cafés and music houses.

Web, Social & Digital Media

Shine PR Etc. helped Ali create a broad web and social media platform to include page claims, promotions, and reviews on Facebook, iTunes, Spotify, Indiegogo, Amazon, You Tube, Twitter, and more. Ali is a natural creative writer and all of her posts are now cross linked among all of her social media sites for consistency and mass exposure.

Special Events Management

Shine PR Etc. has planned and coordinated the details of several special events for Ali related to the above promotional efforts. These include a successful CD Launch party, speaking engagements, and musical appearances in Seattle, California, New York, Ireland, and Italy.

Words from the Client

"I love being a creative, but I'm horrible at self-promotion. Michelle is a natural at bringing out the best in others and helping them stand out from the crowd. She has been my chief editor and general promotions manager for almost 5 years now and I don't know what I'd do without her. She initially presented me with a promotional plan, calendar, and a strict to-do list and because I listened to her advice, I can say that the sales for my music and book have increased by at least 30%! I only know this because she presents me with stat reports on a regular basis – all I know is that I have been busier than ever with one speaking or singing engagement after another. My motivational speaking career is also finally taking off and I have been invited to speak at charity events all over California. My story is getting out there and I couldn't be happier.

She asks me often, "How are you doing? Can you handle more?" To which I say, "Yes, bring it on!" Here's one example, while planning a personal vacation in Italy this last summer, I knew about a music festival and told Michelle about it. One call from her and I was booked to perform live on the stage in Italy! I'm sure there were more negotiations behind it than that, but all I had to do was show up. My advice? Be good at what you do and let Michelle be good at what she does, helping you shine."

Ali Gilmore

Singer/Songwriter/Speaker

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Creative Examples

Radio Show July 2014

[*Listen to Ali talk about life, love and the pursuit of the bucket list on Kurt Munnich's "All Over The Map" show on KPTZ 91.9 – Port Townsend*](#)

RSS Blog Feed:

<http://aligilmore.com/ali-gilmore-blogs/ali-gilmore-music-blogs/>

Speaking Topics:

<http://aligilmore.com/speaking-engagements/>

Website:

<http://aligilmore.com/>

A Tale of Imperfection About Ali Ali in the Press Her Book Her Music Her Photo Gallery Search this website...

Her Speaking Engagements Her Stories Store Contact

You are here: Home

Like 5 Tweet 8

Ali Gilmore – A Tale of Imperfection at its Best

In the summer of 2010 I was working my 15th year in technology, feeling burnt out and pretty middle aged.

If you'd told me then that in the four years to follow, I would face and survive stage IV colon cancer, publish a book that inspires others to fight this disease, become a sports photographer with a highlight of covering David Beckham's final US match at the 2012 MLS Cup, write and perform over 30 original songs, I would've thought you were some kind of twisted Tony Robbins wannabe, but this has been my life to date and it has been amazing.

LISTEN TO ALI'S MUSIC

Now available in the following stores

RADIO AIRPLAY

Ali's music gets airplay on Galway Bay FM

Her Ali's was played on

Late Night Country with Tom Gilmore

00:00 00:00

aligilmore.com

RECENT POSTS

Class in Session: The Carlsbad Music Festival and Village Walk

The Cover Story – How the

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Facebook:

<https://www.facebook.com/aligilmoremusic>



Ali Gilmore Music
Musician/Band

2,058 likes

Brenda Ann Burchill Chouinard, Michele Miller and 8 others like this.

Ali Gilmore Music
October 27

So I'm up in LA yesterday covering Chivas USA's last match when I see

Complete Online Accessible Press Kit (including Articles and Press Releases):

<http://aligilmore.com/press/ali-gilmore-press-kit/>

Sample PR Web Press Release Summary Report (this example reflects a very conservative distribution investment of \$159. This 10-page report has been edited for space and client confidentiality):



PRWeb News Releases Summary Report

Author of the Uplifting and Humorous Cancer Survival Story, The C Card and Me, Picks up a Nikon a...

This report provides you with a summary of the analytics for your release. For a more complete overview of how your release performed, please log in and visit your analytics dashboard.

[log-in](#)

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Media Deliveries

This report contains a sample of media outlets that received your news release via e-mail or news feed. For the full listing of media deliveries please log-in and view your analytics.

Total Media Deliveries: 8,561

Sample Outlets:

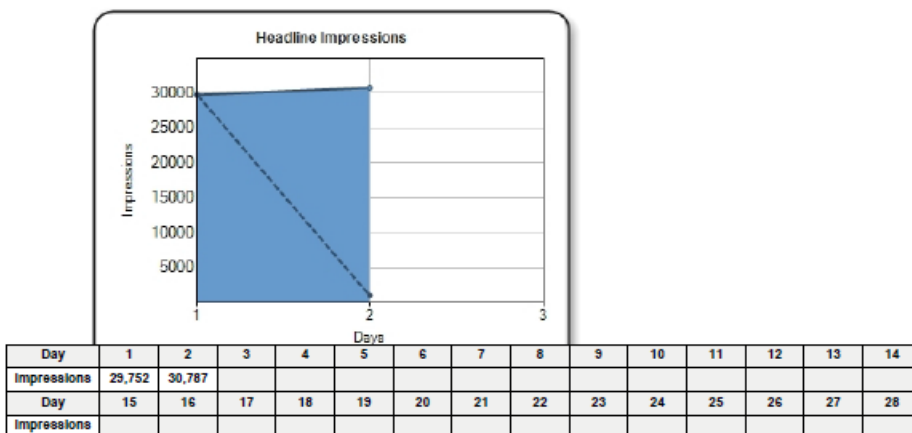
Access Hollywood	Advance for Respiratory Care Practitioners
Advocate, The	Albany City Voice
ARIZONA DAILY STAR	Arizona Republic, The
Asheville Citizen-Times	Atlanta Journal-Constitution
AuntMinnie.com	Bangor Daily News
Bloomberg News	BOSTON GLOBE
Boston Globe, The	Boys' Life
Buffalo News	Calgary Herald
Chicago Sun-Times	CHICAGO TRIBUNE
CNN	Daily Camera, The
Des Moines Register, The	Detroit Free Press
Dothan Eagle	ENTERTAINMENT
EXAMINER.COM	FREELANCE
FREELANCER	



Impressions

This report tells you how many times the title of your release appeared in a feed or Web page we have the ability to track. Please note that the actual number of impressions is significantly larger however we do not currently have the ability to track impressions on all of our partner sites or search engines.

Total Impressions: 30,787



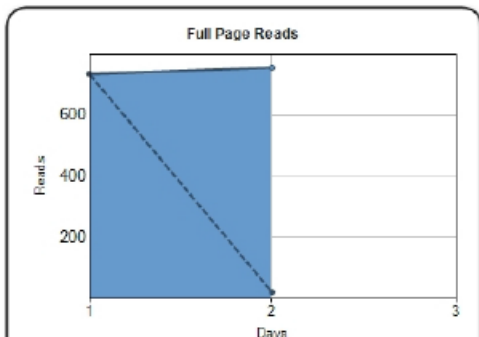
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Reads

This report tells you how many people loaded a full version of your news release hosted on PRWeb. Please note that the actual number of reads is significantly larger however we do not currently have the ability to track readership on our partner sites.

Total Reads: 756



Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Reads	735	756												
Day	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Reads														

Online Pickup

This report contains a sample of Web sites that picked-up or syndicated your story. To see the full list of sites that picked-up your story please login to your account.

[log-in](#)

Total Pickup: 22

Web Site	Link to your Release
WXTX-TV - Online	See your release
WVNS-TV - Online	See your release
WTOL-TV - Online	See your release
WSMV-TV - Online	See your release
WRCB-TV - Online	See your release
WOWK-TV - Online	See your release
WNEM-TV - Online	See your release
WICU/WSEE - TV - Online	See your release
WHNS-TV - Online	See your release
WFXR-TV/WWCT-TV - Online	See your release
WDRB-TV - Online	See your release
WBTU-TV - Online	See your release
WBCB-TV - Online	See your release
PRWeb - Online	See your release
KWTV-TV - Online	See your release
KWQC-TV - Online	See your release
KTEN-TV - Online	See your release
KPTV-TV - Online	See your release
KCAU-TV - Online	See your release
KAZT-TV - Online	See your release
Digital Game Developer	See your release
Doctors Outlook	See your release

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Sell Sheet:

Ali Gilmore Singer/Songwriter - Motivational Speaker - Author -
Photographer - 2 time, stage IV cancer survivor



In September of 2010 Ali Gilmore was blindsided by the diagnosis of stage IV colon cancer. Since then she has undergone colon surgery, 27 cycles (4 1/2 rounds) of chemo and targeted radiation therapy on both lungs.

To date, Ali has published a book, taken up photography, boasting coverage of Major League Soccer including two MLS cup finals and David Beckham's final match for MLS and professionally recorded and released a full length CD of her original music. Oh yeah, and she beat stage IV cancer, twice.

When she first went into remission in 2012 Ali wrote and published a witty and slightly irreverent cancer survival guide for those newly diagnosed and their loved ones helping others better prepare to face and beat cancer.

During her first year of treatment Ali made a list of "things to look forward to" if/when she survived. In 2014 Ali decided to tackle one of the items at the top of her list, the interrupted dream of recording a full length CD from some of the 30 songs she'd written since picking up the guitar in 2008, resulting in the Piece of Cake CD, which launched on iTunes, Google Play, Spotify, Rhapsody and Amazon in April of 2014.

Besides her pursuit of music and photography, Ali travels internationally offering a unique, combined performance of motivational speech and song to eager audiences, spreading the message of hope for the future of cancer survival and the reigniting of one's near forgotten dreams.



What people are saying about Ali and her book

"Ali you are a breath of fresh air. Your book is very compelling, relevant and funny."
- Timber Jim Serrill, Legendary Mascot for the Portland Timbers

"Ali is a gem and her book is too. I loved it!" - Sheila Patel, M.D.

"It's the way she talks about the disease as a cheap, ridiculous enemy that really clicks with her ailing readers." - Tom Pfingsten, San Diego Union Tribune



Piece of Cake - Released in April, 2014
iTunes, Spotify, Google Play, Rhapsody and Amazon

Ali's story-telling, inspirational, acoustic, Americana style reminds some of a cross between Colbie Callait, Nora Jones, Cristina Perri and Dolores O'Riordan of the Cranberries. Ali's music is soothing, yet passionate, primed and a perfect fit for the soundtrack of the next big Rom-Com movie or touching commercial.

website: www.aligilmore.com
facebook: [aligilmoremusic](https://www.facebook.com/aligilmoremusic)
twitter: [aligilmoremusic](https://twitter.com/aligilmoremusic)
email: mc@aligilmore.com



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Piece of Cake CD song list

24 - Where I'm From - Baby - Red Rover - Abby - Piece of Cake -
Uncommon Ground - Walking Still - See You Around - What Do You See

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