

Partnering Leads to Merger for Bigger Opportunities

Former Corporate Leaders Create a Unique Publishing Business and Redefine an Industry

By Home Business Magazine

Michele Smith had her first child and was dealing with a 2-hour commute to and from work. Time with her family was suffering, and she had to make a change. She met Michelle Gamble-Risley at a children's birthday party before appearing on the *Rachael Ray* show last Fall. Ironically, Michelle was trying to get a client on the show. Michele offered to walk in her client's media kit into the producer's office and before she left, the two ladies had lunch and hit it off. Michelle asked Michele why she was working for someone else, and she didn't have a good answer. Michele read a copy of Michelle's book, "Second Bloom" — and she immediately quit her job afterward. She launched M Communications. The ladies successfully started partnering up on projects and merged their companies.

Michelle Gamble-Risley's last corporate job was as director of strategic communications at a marketing agency.

She supervised a staff of five people to create marketing and public relations campaigns. She also did a lot of business development and networking to help grow the business. After a year of putting up with demanding crazy bosses and learning how to run the office and attract new business, she decided to quit. Michele Smith's last corporate job was director of marketing for a high-end architecture firm in downtown Sacramento, California.

"M Communications and its division 3L Publishing have a distributed virtual team of skilled, talented professionals, from editors to graphics artists, and from marketing to public relations experts," says Michelle Gamble-Risley. Communication exchanges take place in the e-mail, via phone, or and via conference call. M Communications only hires well-qualified professionals who can



Michele Smith and Michelle Gamble-Risley merged their companies into M Communications.

handle the requirements of the job with no line-of-sight management. The publishing company also offers full-service publishing with national distribution into all of the major retail stores.

M Communications's clients include business2business and women entrepreneurs and authors. M Communications has a range of diverse clients, from technology companies to green business—from jewelry to skin care. Between the two of them, they have experience in so many markets. Few clients show up that the two owners don't understand what the clients do and need. **HBM**

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