

IGNITE INFLUENCE **+ SPARK SUCCESS**



THE BUYING CYCLE EXPLAINED



Stimulus

“I have a problem to solve.”



Search

“Let me see what kinds of solutions are out there.”



Investigation

“Who can I trust to help me?”



Decision

“I feel comfortable moving forward.”
OR “I’ve changed my mind.”

Why people **HALT** their decision

Your clients need to **FIND**
you and **TRUST** you.



They figured out how to solve the problem on their own



They realized they aren't ready to commit to the solution



They discovered other problems that are prerequisites for solving the issue they sought



They need to budget for the solution over time



They didn't find a provider they can trust

PR BUILDS **TRUST**



**SHOWCASE YOUR
EXPERTISE**



**BUILD TRUST IN YOUR
BUSINESS**



**REACH THOUSANDS OF
PEOPLE AT ONCE**

BONUS! GENERATE SEO LINKS THAT LAST FOR YEARS

A smiling woman with curly hair, wearing a name tag that says "KRYSTAL", is the central figure in the background. The entire image is overlaid with a semi-transparent blue filter. The text "Package Options" is prominently displayed in the center in a bold, yellow font.

Package Options

GO LEAD LLC



Starter package



15 monthly podcast pitches



Audiences of 200 or more per show with expectations of 1–3 interviews monthly

\$500/m



Grow Your Brand



30+ monthly podcast pitches or up to 10 speaker submissions



1 monthly pitch to 5 television, newspaper, or magazine outlets



Monthly planning and strategy based on your goals and priorities

\$1,500/m



Maximize **Visibility**



Website design and management



Social media and search advertising



Monthly SEO link-building

\$2,500/m

Go Top Tier



Book 6 guaranteed podcast interviews on shows with 2000+ listeners



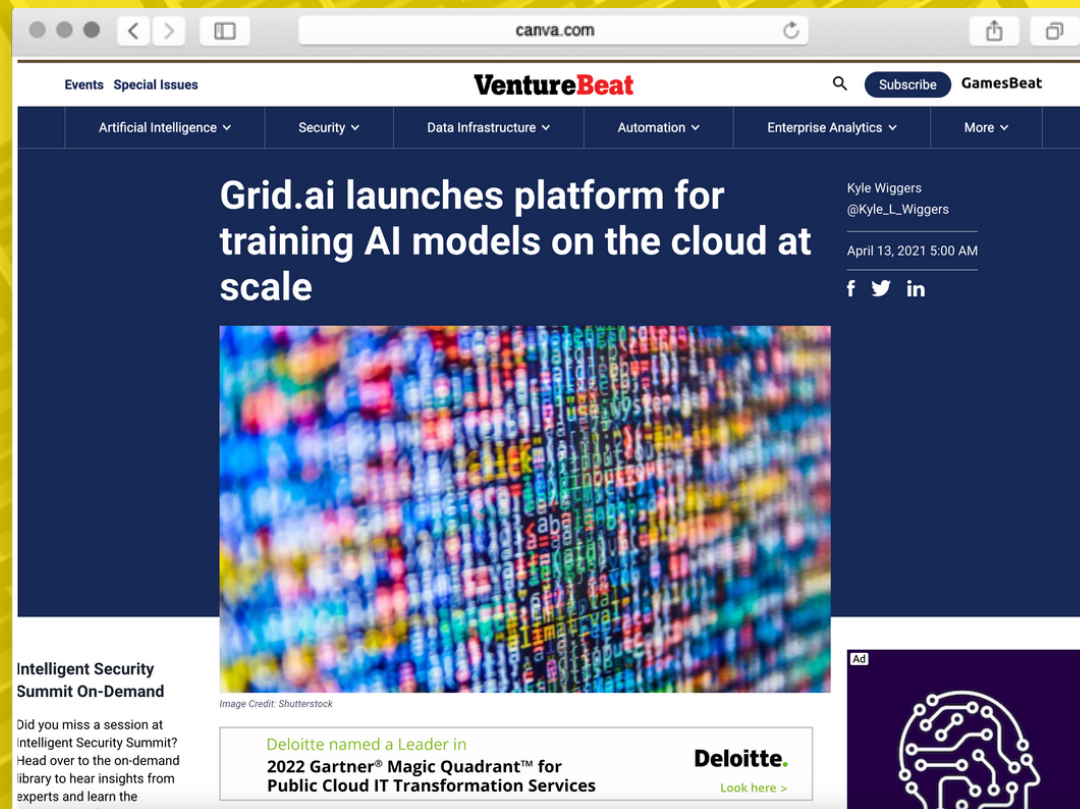
Guaranteed quote, mention, or feature in publication with at least 100k monthly site visitors.



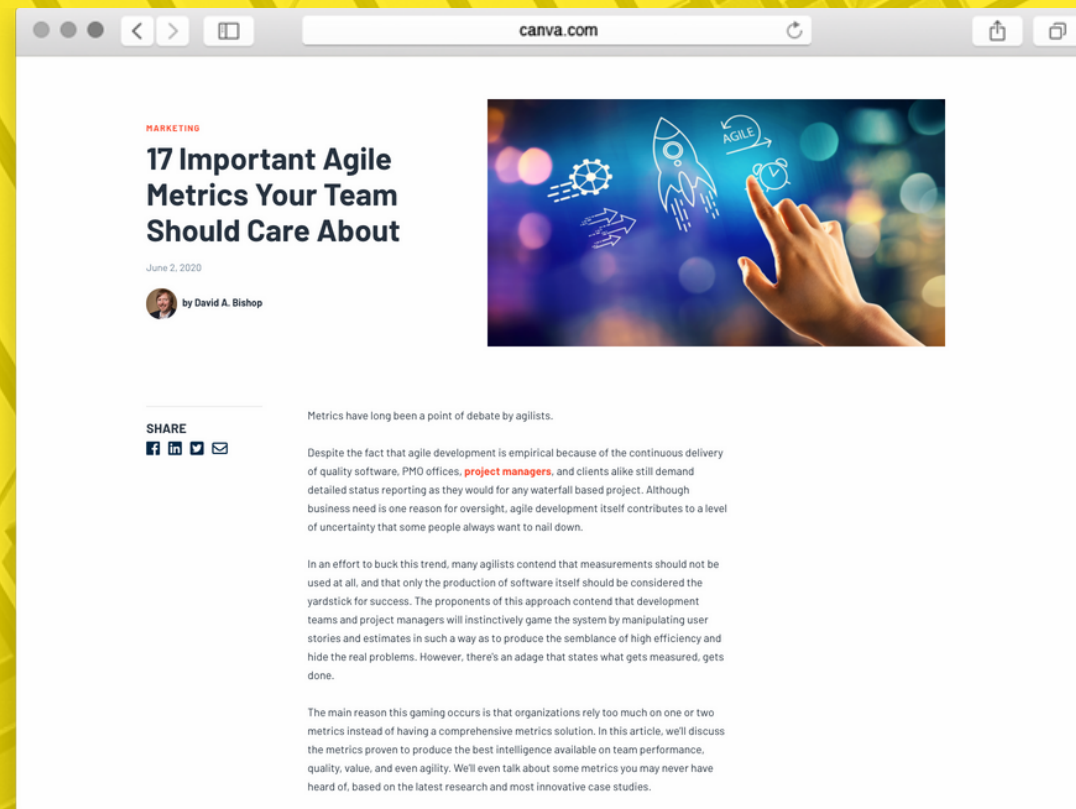
Pitch up to 10 speaking engagements

\$7,000

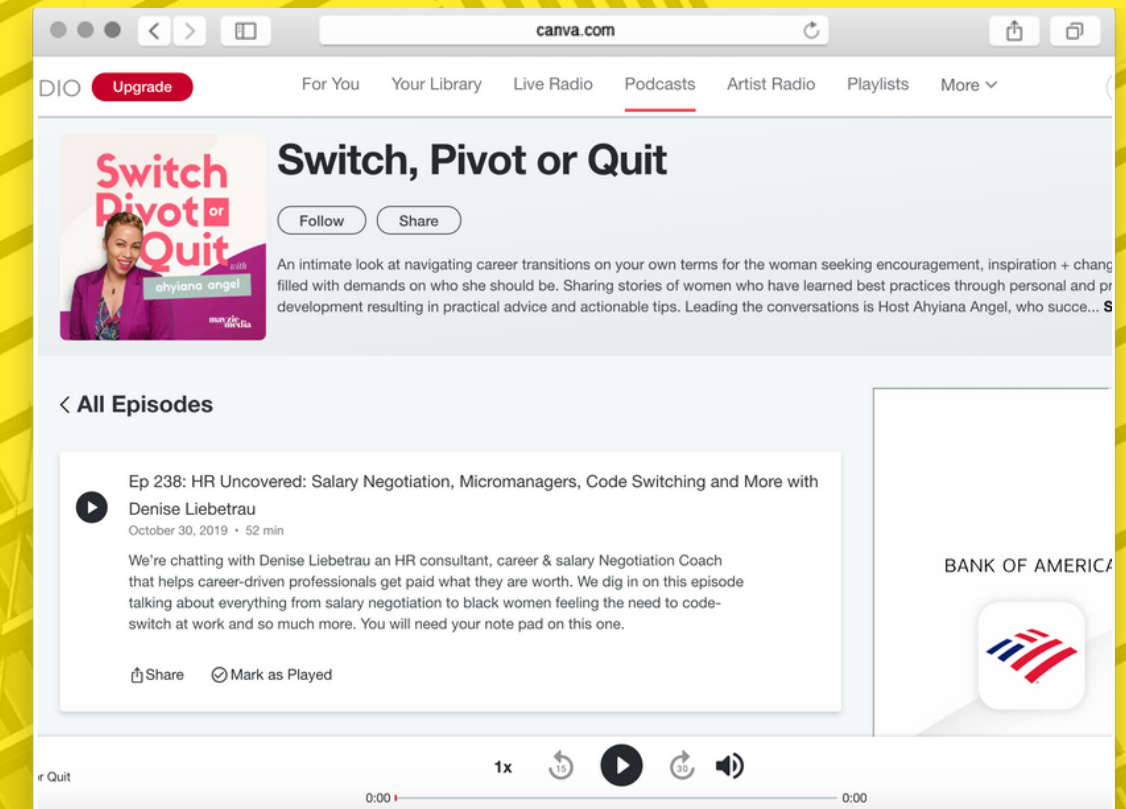
Examples of Our PR Work



AI company Grid.AI featured
in Venturebeat



Agile Consultant Dr. David A.
Bishop featured on G2 Mag



HR Consultant, Denise
Liebetrau featured on highly
ranked career podcast

Google Reviews

GO LEAD
Consulting



Octavia Conner

6 reviews · 2 photos

★★★★★ a year ago

Before working with Go Leading Consulting my firm's website SEO ranking was extremely low. For Virtual CFO services Atlanta, GA, my firm, Say Yes To Profits appeared on the third or fourth page.

After one month, the company now appears on the first page. In addition, my SEO score has increased by 25 point. This increase is the highest of all times thus far.

I would highly recommend Krystal Covington and Go Lead Consulting for your SEO needs.



Sharleen St.Surin-Lord

1 review

★★★★★ 10 months ago

Krystal is smart, professional, and knowledgeable. She has a positive attitude, she is honest, and she delivers on time. She knows her business well. She suggested doing podcasts, which I had never done prior to working with Go Lead. I recently met a client who said that she learned about me from a podcast that I had done. Kudos to the Go Lead Team!



At the Top Wellness

1 review

★★★★★ 2 years ago

Positive: Professionalism, Quality, Responsiveness, Value

Krystal was very pleasant to work with. She is exceptionally professional and knowledgeable. I highly recommend her services.



Jana Axline

3 reviews

★★★★★ a year ago

The Go Lead team is easy to work with and goes the extra mile to ensure clients are taken care of. They helped me launch a podcast and made it really easy to publish it on a weekly basis.



Dann Ryan

1 review

★★★★★ a year ago

Positive: Professionalism, Responsiveness

I cannot recommend Krystal and team at Go Lead Consulting enough. From the onset with creating a customized media outreach strategy to the follow through on implementing it, she's an absolutely pleasure to work with. She works tirelessly for her clients. The results speak for themselves, and they far exceeded my expectations. You can be confident Krystal will listen to you about your goals and then set out doing everything to make them come to fruition!



Marcus Sawyerr

1 review

★★★★★ 9 months ago

Amazing service! Helped us scale our PR.

