



For Immediate Release: 8/25/10

BlueRio Strategies Serves up Savvy Solutions for Small and Medium Size Businesses

Carlsbad, CA –BlueRio Strategies launches two new programs aimed at small and medium size businesses faced with the current challenge of reduced budgets. The vision behind the Impact Suite™ and the Power Package™ is the creation of an affordable, high-quality platform for positive change, growth and sustainability building for organizations.

These programs are loosely modeled after a co-op structure – where resources are shared so that individual's costs decline. LaCosta, BlueRio's founder, shares that if she maintains a stable, consistent roster of clients, her energy and costs spent on marketing, client intake, initial strategic development and new client acquisition is reduced. This enables the firm to "share the wealth" by also reducing client fees.

The two new programs are expected to make a robust impact for businesses, but in an affordable and accessible way. Each company must enroll for a minimum of three months. Impact Suite™ and the Power Package™ offer a mix of coaching, consulting or training with maximum hour allotments per month, and on-demand webinars with full access to the webinars by all employees at each client company. Up to six companies can be enrolled at any given time. For a limited time, companies will also have access to the new Brand Leadership Inventory™ while it is being tested in the Beta phase.

BlueRio Strategies is a coaching and consulting firm offering services such as strategic communications, leadership development, executive/team coaching, brand development, needs assessments and other professional growth-oriented tools.

"I have always talked about ways to create healthy, sustainable businesses and communities. One of the challenges my clients, and quite frankly, I have faced, is the striking difference between yesterday's economy and today's. We all must find more efficient ways to operate," offered LaCosta, founder of BlueRio Strategies.

About the firm: BlueRio Strategies is a woman-owned, certified California small business, specializing in strengths-based development approaches in order to positively affect the double line of profits and people.

BlueRio Strategies' mission is: To help transform leaders, organizations, and communities into being effective, healthy and sustainable, through a creative blend of brand leadership building, strategic coaching and consulting.

More can be found at <http://www.bluerio.net/>