

Media Kit

Web Content Rx

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Web: WebContentRx.biz • Blog: blog.WebContentRx.biz

Company Information and Background

We have been a formal LLC since 2008 and look forward to many years of doing what we enjoy most in the world, working with people.

Web Content Rx is in the business of creating content for the Web, social networking campaigns, and for online and offline needs. We provide our clients with articles, Web content, consulting, technical writing, business coaching, and seminars on how to design, develop, and implement an ongoing social networking campaign.

For select individuals and small businesses we also provide business consulting and coaching.

Number of employees: One, full time, and two contractors.

Location: Coventry, Connecticut

Year founded: 2008

Products:

- Writing Web content
- Consulting on how to design, develop, and implement an ongoing social networking campaign.
- Web consulting
- Complete Web sites
- Social networking instruction
- Social networking consulting
- Technical writing
- Business coaching

Products and Services

Books

Our first book, *Web Content Rx, A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People*

- Top 5 Business Title in Leadership Books at The Washington Post
- Sold worldwide online and in book stores
- Translated into other languages
- Marketed by SkillSoft 24X7
- Used as a reference book by the MBA Research & Curriculum Center

Articles

We are locally, nationally and internationally published.

Press releases

Seminars, Teaching, and Speaking

- We teach writing for the Web and social networking.

Technical Writing

- We provide technical writing to select clients.

Business Coaching

- Business coaching is provided to only select clients.

Media Appearances

- WESU 88.1 FM, Middletown, Connecticut. I spoke on the Business Buzz live radio show. Numerous appearances as a business expert and political discussion lubricator.
- Charter CTV14, Artists and Authors, Windham, Connecticut
- Dennis PR Group, Internet Radio
- Christian Work At Home Moms, Internet Radio

Bio and Professional Background



Wayne English President and Founder

Web Content and Social Networking Expert

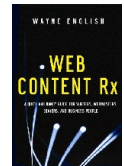
Blogger • Published Author • Writer • Accomplished Speaker

Skills and Occupational Background

- **Web content and social networking expert**
- **Accomplished public speaker.** I lecture on, teach, and lead seminars on social Networking and writing for the Web.
- **Numerous publications** in local, national and international newspapers, magazines, and newsletters, on-line and in print.
- Webmaster, I've designed, developed, make graphics, done the digital photography, wrote the content and hosted many small business Web sites. We are no longer in this business directly. Today we work with an external Webmaster to do the coding. We provide the content and customer contact.
- Technical writing for select clients in the energy industry.
- Expert knowledge of electric distribution.
- Nuclear power expertise radiation, dosimetry, outage support, instruction.
- Information Technology. Helped develop and taught Software Quality Assurance. This program directly supported the Northeast Utilities nuclear power effort and was Nuclear Regulatory Commission (NRC) traceable.

Our Book, Professional Writing and Publications

Web Content Rx, A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People is a Top 5 Business Title in Leadership books at The Washington Post. Published by Career Press, sold worldwide online and in print, and marketed by SkillSoft 24X7 and translated into other languages.



- Web Content Rx is used as a reference work, at the MBA Research & Curriculum Center http://www.mbaresearch.org/2.0/Joomla/Images/PDFs/2012%20Cat%20PDFs/1_Internet_Business.pdf
- Publications in Newspapers, Major and Minor Magazines and Newsletters
 - The Futurist magazine, The World Future Society
 - The World Future Society Social Innovation Forum, <http://www.wfs.org/english08.htm>

- Intercom the Magazine of the Society of Technical communication, two articles
 - CTBusiness Magazine
 - Smart Computing Magazine
 - Travel Photographers Network
 - Fate Magazine
 - Net Temps Newsletter
 - The Freelance Writer's Report
 - SiteProNews
 - Website Magazine
- Short Fiction
 - Shift World http://www.novelendeavors.com/index.php?p=3_2

Published Author and Writer

- My publications are online and in-print newspapers, magazines, newsletters, fiction and nonfiction.
- Web Content Rx is used as a reference work, at the MBA Research & Curriculum Center http://www.mbaresearch.org/2.0/Joomla/Images/PDFs/2012%20Cat%20PDFs/1_InternetBusiness.pdf

Public Speaking

- Panelist at the CT Business Expo on a social networking related discussion.
- Panelist at The Institute of Technology and Business Development at Central Connecticut State University.
- Three presentations at The Connecticut authors and Publishers Associations including their yearly conference.
- Presentations at the Manchester, South Windsor and Glastonbury Chambers of Commerce on social networking.
- 675 Pike Networking Group
- The Connecticut Authors and Publishers Association (3 presentations)
- Doctors Rosenlicht and Ansari Oral Surgery Center
- The Farmington River Literary Arts Center
- The Tolland Public Library (3 presentations) via the Connecticut Library consortium