



October 2022 Newsletter



It seems, every other day, there is a new scandal in the headlines. From politicians to pop culture figures to entrepreneurs, each new day brings a new and often serious issue to the public's attention. How do you react if it happens to you or your business?

In our article this month, Tanya Amyote shares the important steps to take, and the best time to do it. Spoiler alert: The best time is before you need to!

If you would like to chat about how Edge can help craft your crisis communications plan or your overall marketing and PR strategic plan, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Warmest regards,

A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



The best time to craft your crisis communication plan is when you don't need one

Schools conduct fire drills to ensure teachers, staff and students know what to do in case of an emergency. Trying to think clearly and come up with and implement an effective exit plan while flames are licking at your heels is a recipe for disaster.

So, before the sirens start blaring for your business, read on for some steps to take to make sure everyone gets out safely.

About the Author:

Tanya Amyote joined the Edge team in 2016, as marketing assistant, Excel guru, and token Canadian.

When not solving the world's pivot table problems, Tanya is an avid reader, fountain pen user, and advocate for diversity, equity and inclusion.



CPA Practice Advisor

5 Ways to Grow Your Client Base

Legaltech News

Five Steps to Optimizing Legal Technology Spend

Attorney at Work

Holiday Season Already?
Client Gifting Gets Harder

Accounting Today

20 Days to a Better Firm:
The best in recruiting and retention in 2022

ACC 2022 Annual Meeting

Oct 23-26, 2022
Las Vegas, NV &
Online

Relativity Fest

Oct 26-28, 2022
Chicago, IL & Online

Digital CPA

Dec 4-7, 2022
Austin, TX

Have your say:

[Cast your vote](#) for the top vendors serving the nation's legal industry.

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in questions 3, 4 and 5.

Voting closes on November 18th!



Celebrating 25 Years!

Edge Marketing is celebrating its 25th year in business! We are excited to share this news and some amazing milestones with you!

[Read our press release »](#)

Feel free to forward this enewsletter to a colleague,
and contact us with any questions or comments.



Edge Marketing, Inc.

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