**Magazine Coach**

Consultation Program

**MagsBC Member Magazine - Application for Consultation**

1. **Contact info.**

Member magazine:

Contact Person:

Title:

Address:

Email address:

Phone number:

1. **Consultation Area.** I/we wish to receive a consultation in:

**Note:** if you would like consultations in 2 or more areas, please submit a separate application for each area, and identify which one is your top priority.

Possible areas:

* Advertising
* Audience development/ engagement
* Business management/ finances
* CASL compliance
* Circulation/distribution
* Design/branding
* Digital marketing
* Diversity/inclusivity
* Editorial/workflow
* Event planning
* Fundraising/revenue diversification
* Grantwriting/reporting
* Human resources management
* Journalism
* Memberships
* Mobile-first design/development
* Moving online/style guides/website design/ development/enhancement
* Multimedia (podcasting, videos, etc.)
* Online advertising/setup
* Online content strategies
* Online event planning/ promotion/monetization
* Production/printing
* Revenue strategies
* SEO
* Social media
* Strategic/business planning
* Subscription/newsstand sales/online shop
* User experience
* Workflow for home-based publishers
* Other (please explain below)
1. **Focus of Consultation.** Please be as specific as possible about what you need so that we can assign you the best coach possible:
2. **Preferred Magazine Coach.** Please include contact information and why you wish us to hire them if this is not one of our listed coaches:
3. **Member Magazine - Contribution Toward Costs.** This cost is normally $100 for a half-day session. However, right now, you can just let us know what you can contribute: $

1. **Payment of Contribution.**
* Credit card (email us and we will send you a Paypal invoice)
* Direct member to member transfer via Vancity (MagsBC's relationship #: 10552323)
* Cheque made out and mailed to the *Magazine Association of BC,* 316-336 E 1st Ave, Vancouver, BC V5T 4R6



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