

## PR pro leaves corporate America, writes book

Written by: Kathy Strong

Kathleen McEntee spent more than 30 years working in corporate America, many of those with Fortune 500 companies, sharing her business marketing, development and management savvy. The Chicago resident discovered the allure of the desert while attending multiple corporate meetings here through the years.



“I fell in love with the desert,” said McEntee, who was spending 90 percent of her time traveling those days. “Prince Charming would never find me this way. I bought a home in PGA West 19 years ago. ... Six years ago, when I finally jumped off the cliff of working for corporate America, I opened my own practice in the desert, while keeping one in Chicago, and started enjoying the fruits of my labor.”

Kathleen McEntee and Associates is dedicated to helping the small-business owner figure out long-term goals for business and the ways to get there, according to McEntee, who spends about half her time in the desert and half in Chicago.

“I’m not a snowbird, however,” McEntee said. “I’m back and forth, and many of my clients in Chicago can be handled virtually. ... Anytime business needs me, I can jump on an airplane.”

McEntee said she typically works with owners who have gotten to a point in their business that they need to grow — whether in marketing, sales or business development. “Maybe all they need is their website overhauled. ... I’m really good at planning strategy and figuring out a plan to get them there.”

To help implement the plans, she calls on people who can help deliver whatever her client needs at a good price, according to McEntee. “I like to sprinkle my marketing dust on the final product, oversee and work on the overall strategy,” she said. “I am sensitive to the fact that small business needs an effective plan but at a good price.”

### A new book

McEntee debuted a new book Tuesday that focuses on getting a business healthy enough to sell it. The book, designed for small-business owners, “Being in Business is a Funny Thing ... Getting Out is Not!,” is a collaborative work of 22 experts in the business field.

“One of my clients suggested me to the publisher,” said McEntee. “He did not have a writer to explain how to grow and sell a business. ... When Smart Business Matters is my tagline. I wanted to create smart, succinct insights into business.”

The chapters McEntee contributed are what she calls the “heavy lifting” front of the book. “My chapters are a smart perspective into doing the right things on a shoestring budget,” McEntee said. “For instance, marketing and sales are completely different. I tried in this book to make each different thing successful and really help the small business owner.

“Being an author is not my profession,” said McEntee, who is offering her books on her website. “It is a marketing tool for my own practice.”

McEntee is charging \$34.95 for the 400-page book that she calls “a reference guide for business owners.”

“I decided not to give the book away,” said McEntee, who believes that when a product is free people, do not value it. “Instead, I am giving proceeds to two charities in the desert and two charities in Chicago. ... In the desert, proceeds of sales will go to Pathfinder of Palm Springs and the Arthritis Foundation.”