

Cris Frankel Announces, “Strategies to Future–Proof Your Business” with the Launch of Frankel Coaching Group (FCG)

Frankel & Frankel, LLC today announced the launch of the Frankel Coaching Group (FCG) (frankelcoachinggroup.com), a business coaching company based out of South Florida and offering its services throughout the United States. Business coaching services offered include both professional and executive management business coaching for small to medium sized businesses, as well as career and lifestyle coaching. FCG also specializes in new business development strategies for entrepreneurs, mentoring programs, sales training, employee assessment profiles and marketing and advertising for small businesses.

Frankel Coaching Group is the culmination of almost three decades of real world business experiences by recognized leadership expert and certified business coach Cris Frankel and co-founder, Helen Frankel, an accredited career and lifestyle coach.

The company enjoys a strategic alliance with it’s sister company Frankel Media Group, a Gainesville based award winning advertising agency and it’s technology partners, SE Partners. “Frankel Coaching Group focuses on a specific mission: To assist CEOs, senior executives and entrepreneurs create high-performance teams and winning cultures through future based organizational coaching. We focus exclusively on business coaching helping organizations rewrite their future, automated lead generation systems for small business and lifestyle design,” said founder and CEO, Cris Frankel.

Frankel Media Group (FMG) (<http://www.frankelmediagroup.com>) was founded in Gainesville, FL in 2004 and has grown 300% since then according to Cris Frankel. In 2008 FMG won a Gold ADDY Award for Mixed Media Campaigns-Regional / National and Publication Design, and a Silver ADDY Award for Brochure Design. The trend continues in 2009 with the winning of numerous ADDY Awards.

As technology partner, SE Partners role is to provide FCG access to their patent-pending approach to manipulating Google’s search engine algorithm as well as providing search engine friendly web design and development for FCG and its clients that conforms to the W3C and Google’s strictest web development guidelines.

SE Partners (<http://www.searchenginepartner.com>) has ranked companies like Fire & Ice on the second page of Google for the keyword, “diamond,” which receives over 20 million searches per month. SEPartners were able to produce the result through what they refer to as SEO 2.0, a term coined by their Vice President and co-founder, Clinton Cimring. Cimring is also a technology consultant with FCG and has been a search engine optimizer since 1996 with the International Cimring Group, Inc. (ICG, Inc.) and is the second entity to have ever filed a trademark for the term, “S.E.O.”

About the Frankel Coaching Group

When coaching executives Cris uses a proven methodology that has successfully served over 500 organizations, representing more than 60 different industries over a 20-

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year period. The average client of this methodology remains a client for 24 months and 92% say, “My business and personal life has dramatically improved.” The success rate is 95% according to Cris.

Clients of the methodology mastered by Cris see success in the following areas: 70% see over 200% in increased sales or profits. 54% see a reduction in overhead costs; 92% see improved relationships in the workplace or at home; 86% see improved work culture and moral and 96% see improved communication. For more information, visit <http://www.frankelcoachinggroup.com> .

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