



MEDIA BRIEF

Wednesday, July 5, 2023



Y Communicate Introduces The New Service Program *Y Coach*

Y Communicate, your in-house PR academy, announces the launch of a highly anticipated program titled ***Y Coach***. Designed to empower individuals and organizations with the skills and knowledge to excel in corporate communications, ***Y Coach*** provides one-on-one guidance to enhance your brand presence, audience engagement, and compelling messaging. Our comprehensive coaching offers advice in the following areas:

- **Basic WordPress and Elementor Training** – Learn and master the ins and outs of building and editing websites to unleash creativity and reflect your identity.
- **Newsletters** – Craft digital attention-grabbing newsletters that keep subscribers eagerly awaiting your updates. From content creation to design layout, this offering equips you with the skills to customize your story and keep audiences engaged.
- **Press Kits** – Whether print or digital, a well-structured, visually appealing press kit can make the right impression. Gain insight on assembling media kits that effectively communicate your story, mission, and services to journalists, partners, and influencers.

“As I spent time with colleagues and clients, I found gaps that I could fill to help people tell their best authentic stories with simple communications techniques. With ***Y Coach***, the goal is to teach and empower those to create and take control of their voice across all mediums,” stated Yesenia Reinoso, Founder & Principal of Y Communicate.

Y Coach provides 30-minute interactive training sessions, which can be scheduled [here](#), or contact Yesenia Reinoso at yesenia@yeseniareinoso.com for further details and pricing.