



Kathy Zappa

When asked as a child what she would take with her if stranded on a deserted island, Kathy answered “a library.” A collector of wonderful words, inspiring quotes, enthralling books and a collection of magazines that she hopes doesn’t lead to spontaneous combustion, Kathy thrives on the nuances of language and the written word. Kathy offers:

Distinctive Discernment. As a mother, she has learned what works for one doesn’t work for all. Every firm is different and Kathy will unearth what makes your business unique, find the voice of your company and uncover how to communicate your story in a persuasive and compelling way.

Renegade Researcher. Using the typical research methods is just the tip of the iceberg for Kathy. She knows where to go to get the detailed information, a new angle and the not-so-common knowledge. Expect her to learn all about your industry and niche, even if she has never done it before. A steep learning curve is Kathy’s favorite sport.

Endless Enthusiasm. Not one to think “good enough” is ever good enough, Kathy keeps her enthusiasm for her projects until the last word is written. We know this quality as the strength of “Focus.” Her clients know this quality as “Trust Kathy to do it well.”

Kathy holds a Bachelor of Arts in English from the College of St. Benedict and has continued her education of the written word by taking many writing classes through the years. With the help of her children, she just finished her first young adult novel and is currently working on a non-fiction book about defining a Plan B for your life when Plan A doesn’t work out so well.

Expect a business development mindset focused on building relationships and leveraging client strengths to get them noticed in competitive industries.

