

We manage your project and keep you on schedule and on budget

We have helped dozens of clients produce hundreds of successful communication projects over the past 30+ years. Here are a few reasons our clients like to use us...

Availability – with only a few exceptions, our clients are within a two-hour drive of our office

Flexibility – we are flexible in how we work with you and in finding creative and cost-effective ways to handle your project within your schedule

Creativity – we bring creativity to each project through content tailored to your marketing objectives and by developing creative and appealing designs

Affordability – we are a small business with low overhead costs, which allows us to keep fees reasonable; we know how to produce your marketing material in the most cost-efficient way, based on your needs

Timeliness – we help you establish a realistic project schedule and we manage your project so your target dates are achieved



WC Consulting, LLC



Wayne Carroll became an independent consultant after a successful 20-year career with a major benefits consulting firm, and in 2001 he started his own business, WC Consulting.

Wayne is actively involved with his local business community and is a leader in the Louisville Area Chapter of ISCEBS (International Society of Certified Employee Benefit Specialists).

With over 30 years of communications experience, Wayne has successfully managed hundreds of client projects. His creativity and attention to detail have resulted in satisfied clients and repeat customers through the years.

Please give us a chance to show how we can be the perfect outsource solution for many of your communication needs. Please contact Wayne to set up an introductory meeting.

Wayne Carroll, CEBS
President

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WC CONSULTING, LLC

*Your outsource partner
for effective communications*

*Your trusted outsource provider for
creative & cost-effective*

Marketing Communications

*Helping you tell YOUR story
while helping your business grow*



Communications that grow your business

We enjoy helping small business owners tell their stories

Some days you may feel like you are just yelling in a can and your string isn't long enough to reach your audience.



WC Consulting LLC provides outstanding communications project management, allowing you to continue doing what you do best as we become a part of your team. Whether you just need a little assistance or you need us to handle the entire project, you will benefit from:

Our experience – We have many years of experience working with businesses of all sizes. We excel in helping our clients improve the quality of their communications, and we have extensive background in all phases of print, production and fulfillment.

Our flexibility – We react quickly and efficiently to your needs for economical pricing and timely completion of projects. We are happy to work with any internal resources you may have for design and/or production.

Our network – Our extensive network of experienced consultants, designers, printers and fulfillment vendors bring just the right combination of talent to your project.

Our creativity – We enjoy finding creative ways to communicate what you offer to your clients and customers. Flexibility and open minds lead to better ways of communicating the story of your business.

Most small business owners are so close to the business that it is difficult to see the “big picture” of what needs to be communicated to your audience. We enjoy exploring ideas and options with you, and finding new ways to share your story with others.

We help you develop marketing material that tells YOUR story

We have over 30 years of experience helping our clients communicate better. Our family background in the printing business gave us a good foundation in understanding what looks good and reads well, and our printing industry connections are invaluable to helping you find the best production options.

Here are a couple of samples of marketing brochures we have created for some of our clients. Each project presents unique challenges, and we enjoy creating a product that helps our client tell their story in a fresh way and helps them gain new business for their company.

Lisa Lee
Founder

Like many families, ours has at times felt the effects of drug and alcohol abuse. I have witnessed the damage that drug and alcohol abuse can cause, and I wanted to do something to help others avoid going through what we experienced. Drug testing is the first line of defense and prevention for drug abuse, and timely testing can prevent a lot of heartache.

The Genesis Shop exists to educate employers and families about the critical lifeline that we can offer abusers through testing, support and treatment. We want families and parents to become better educated and aware of the dangerous substances our children are exposed to every day. And we want The Genesis Shop to help employers do more than just have a workplace drug free policy – we want to assist them as they implement it, support it and deliver it to employees to create safer, more productive work environments.

Awareness is prevention. I believe what Ben Franklin once said: “an ounce of prevention is worth a pound of cure.”

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the genesis shop
A New Beginning for Drug Testing

Helping you create a better business and a safer work environment

Comprehensive background screening

Cost-effective on-site and mobile drug testing

L Louisville
F Financial
G Group

Like the sport of golf, being successful at financial planning involves developing and practicing both a short game and a long game.

Louisville Financial Group is where you will find trusted independent advisors who will walk with you while teaching you how to do both.

WC-Consulting worked with The Genesis Shop to help us communicate our message in a better and more concise manner. Wayne is extremely easy to work with and took time to learn about our business and listened to our vision. The results were an informative brochure that flows well and reads easy. Wayne hit the nail on the head and gave us exactly what we wanted and needed. We highly recommend WC-Consulting and will continue to work with them in the future. **Lisa Lee**, *The Genesis Shop*

Wayne spent the time learning about me and my business. He asked real questions - nothing was cookie cutter or boiler plated. He took all of that information and brought to life the story of the Louisville Financial Group in a clear and concise brochure. Prospective clients know exactly what they are getting before they walk in my door. **Brad Manthey**, *Louisville Financial Group*