

Itto Outini's Services

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Services for Entrepreneurs

Starting Your Business: I know how daunting it can be to start a business, especially when you're juggling other commitments, from family life to a fulltime job. I also know what it takes to succeed. Under my leadership, The DateKeepers became financially self-sufficient and gained an international audience of over 100,000 in its first year alone. With my hard-won expertise, you'll bypass hours of headaches, months of research, and years of trial and error and choose the most efficient, effective, and reliable business strategies for your industry. Whether you're deciding which corporate form will suit your needs or seeking grants to fund your startup, I'll help you steer through the minefields and celebrate your safe arrival at your destination: prosperity. I love to see my clients succeed.

Social Media & Communications: Whether you're a young professional seeking opportunities or a C-suite executives aiming to break into new markets, I'll help you develop tailored digital communications strategies and kindle an online presence bright enough to draw the most talented partners and outshine the fiercest competition. With my guidance, you'll choose the right social media platform(s) to support your professional aspirations, draw followers with compelling content deployed at the optimal times, expand your professional network, attract talented collaborators, and never miss an opportunity.

Marketing & Promotion: Every day, businesses fail—not because they sell substandard products, but because no one has heard of them, or because they don't like what they've heard. That's why clients come to me. As a seasoned journalist and storyteller, I'll help you define your target audiences, develop short- and long-term strategies to stand out among your competitors, and craft compelling narratives about your products and yourself. My fluency in seven languages (and countless dialects) and my experience working with people from all walks of life give me a unique set of tools, with which I flag possible cultural misunderstandings and help clients send the right signals to consumers no matter where they are in the world.

Leadership Coaching: Leaders who assemble diverse teams have an edge when it comes to problem-solving, for they have access to many different forms of knowledge and expertise—but diversity can introduce confusion, too. Having lived on three continents, among people of all dispositions, I approach interpersonal communication, conflict resolution, negotiation, leadership, and problem-solving with a perspective that transcends cultural boundaries. I provide my clients with the tools to resolve misunderstandings efficiently so that no one's potential gets squandered—including their own. True leaders don't waste their time putting out avoidable fires. Be a true leader and reach out today.

Services for Writers

Whether you're brainstorming for your first book or proofreading your tenth, I'm here to help you on your path to publication. I offer a suite of services tailored to writers at each stage of the writing process.

Manuscript Development: I help early-career writers—and more seasoned authors breaking into unfamiliar territory—to brainstorm, develop outlines, set achievable writing goals, overcome writer's block, flag and resolve issues in ways that align with their artistic visions, and polish their manuscripts until they shine.

Memoir Mentoring: Memoirists walk a fine line between truthfully reporting traumatic events and minimizing harm. Drawing on my lived experience as a memoirist as well as my training as a journalist, I help memoirists navigate sensitive issues, tell the truth in ways that keep themselves and others safe, and develop reliable strategies for tackling ethical and legal concerns that their books may raise.

Grants, Fellowships, Residencies, & Awards: I help clients find grants, fellowships, residencies, and awards that are likely to support their projects and craft powerful applications so that they can secure support and recognition and give their work the time, energy, and undivided attention it deserves.

Choosing a Path to Publication: Selling a book requires more than literary expertise. It demands, among other things, an entrepreneurial mindset, deep knowledge of the publishing industry, and hours of market research. Luckily, I have all three. I work closely with clients to carefully weigh the pros and cons of traditional, hybrid, and self-publishing—and all the subcategories therein—and decide which one is right for them.

Building Negotiation Skills: Regardless of which path you choose, you'll need to work with professional partners. If you fail to accurately assess your their skills, abilities, knowledge, and intentions, you'll never sell your book for what it's truly worth. With my guidance, you'll learn how to read people, negotiate from a position of strength, and savvily navigate agents, editors, publicists, publishers, designers, distributors, and anyone else you'll have to partner with along the way.

Pursuing a Traditional Book Deal: Working with a traditional publisher can be tremendously rewarding, but it also presents more hurdles, from finding an agent to deciding which rights to sell and which to hold for future deals. You'll have to draft a hard-hitting proposal that tells the publisher what they want to hear, and you'll have to identify appropriate comparison/competition titles, which may involve reading hundreds or thousands of books and conducting a vast amount of market research. Luckily for you, I'm excellent at networking with agents, I read hundreds of books per year anyway, and I've spent countless hours studying the

industry. With my guidance, authors can bypass the grueling research and continue reading and writing what they love.

Publicity & Promotion: Whether you're trying to get on an agent's radar, attract a publisher's attention, or expand your readership, you'll need publicity. I'll promote your book to my international audience of over 100,000.

Public Speaking

I give brief, stimulating talks, lectures, and presentations on all the topics listed above and many others, too, including (but not limited to) international education, media literacy, navigating culturally diverse environments, overcoming adversity, and my book, *Blindness is the Light of My Life: A Memoir of Resilience and Hope*. Whether my listeners are local or international, generalists or specialists, schoolchildren or CEOs, I tailor my talks to their needs. I've spoken virtually or in-person at Cal Tech University, Verizon Wireless, the International Trade Centre, and the United Nations, to name a few. To join this list, reach out today.

Payments & Pricing

My rates start at \$250.00/hr and vary depending on the depth, scope, and scale of the project or engagement. To receive a quote, please send a detailed project description and sample materials, if applicable, to datekeepers@gmail.com. I accept payments through PayPal, Zelle, and Venmo and require payment in advance.

Only for Friends of The DateKeepers

Friends of The DateKeepers don't just get to promote themselves, their services, and their skills to an international audience of over 100,000. They also join a creative community of exceptional professionals from all backgrounds, with diverse talents, skills, and expertise, working in many different fields, and based in every corner of the globe. If you've got a question about any subject, someone in our network has the answers. If you want to build an interdisciplinary partnership, you'll find the best collaborators among our Friends. To enjoy the benefits of this community, become a Friend of The DateKeepers. [Apply today.](#)