

Making Dreams Visible

Montrie Rucker Adams has never been stopped by challenges—and she's on a mission to help others overcome them, as well.

At 10 years old, inspired by her father's and uncle's businesses, Montrie Rucker Adams set the goal of owning a business someday.

Years later, with a BA and an MBA in marketing in hand and eight years of public relations experience on her resume, she achieved that goal. In 2000, Adams made her dream of entrepreneurship a reality when she launched Visibility Marketing Inc., a full-service public relations firm that "makes clients more visible."

Serving high-profile clients in the energy, government, construction, and higher education fields—among others—Visibility Marketing Inc. pinpoints a client's target audience and defines the specific "ask." Using a deep arsenal of traditional and

cutting-edge public relations tools, the firm develops a strategy to best communicate specific messages within specific audiences.

"We don't just jump in and do everything for them," Adams says. "We think it's important that clients understand the process of what we're doing and why we're doing it."

Forging the Future

Adams' road to success, however, hasn't been without speedbumps.

"There have been challenges at every step of business development, but I never let not knowing exactly how to do something stop me from launching out," she says. "I look at challenges as opportunities to do better." Adams put new business and talent development in place to increase revenue by 67 percent.



Passionate Community Advocate

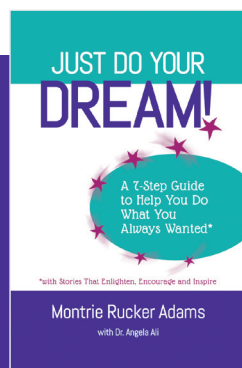
A dedicated part of the community, Adams is a board member for Breakthrough Schools and served for 12 years as president of the board of directors for Continue Life, a homeless and transitional housing program for new and expecting mothers.

She also serves on Crain's Cleveland Business Diversity Council and is a board member of the Better Business Bureau® and The Presidents' Council Business Chamber.

In the early 2000s when social media began merging into the public relations arena, Adams knew her business needed to evolve with the changing landscape. She sought expert digital resources to keep her clients on the leading edge of the digital age. As a result, Adams is effectively advising clients on organizational digital transformation roadmaps.

"The digital era of public relations means we need to keep clients in front of their audiences. We want to tell the truth first so audiences know what's coming," she says. Also pivotal to the firm's effectiveness is capitalizing on proven behavioral methods and measurable insights to maximize a strategy's potency. We are constantly gathering new data and evidence that enables us to measurably improve client outreach.

"What's most rewarding is communicating stories and initiatives that are positive," Adams says. "I love to get the word out about the wonderful things our clients are doing."



After accomplishing her long-time dream of participating in a bodybuilding competition, Montrie Rucker Adams realized she had the capacity to inspire others to accomplish their dreams as well.

Her book, "Just Do Your Dream! A 7-Step Guide to Help You Do What You Always Wanted," includes 40 inspirational stories and practical tips from people from all walks of life.

"When you accomplish a dream, you feel more purposeful. You're happier, and that makes others around you happier, too," says Adams, a Certified Results Coach. "It's not about thinking of death and creating a bucket list—it's about being happy doing your dreams now."

To order the book or attend one of Adams' Just Do Your Dream! workshops, visit justdoyourdream.com.



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