

A minimalist line-art illustration of a ginkgo tree branch with fan-shaped leaves and round nuts, rendered in a light gray tone against a white background. The illustration is centered and serves as the background for the text.

GINKGO PUBLIC RELATIONS

A YEAR
IN REVIEW

2021



ON A WEEKLY BASIS, I scoop 5 tablespoons of a variety of herbs into my french press and pour not-quite-boiling water over them. Then, I let them steep for 4-8 hours. Whenever I pop back into the kitchen to grab a snack or refill my water bottle, the color of the water has taken on a new, deeper shade of color.

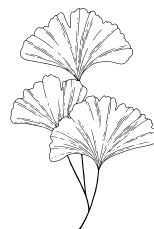
This isn't tea. Tea takes 3-5 minutes to steep depending on the leaf. This is an infusion. **And the longer you let it steep, the richer in nutrients it becomes.**

That's how I feel about this year. I've been steeping and becoming richer with nutrients with each obstacle or milestone that has met me along the way.

Unlike the usual sentiment you hear at this time of year - "*It's gone by so fast!*" - I feel neutral. The length of this year *has* felt complementary to the events and the lessons and the heartbreak that filled it.

As I've reflected, certain themes have emerged for me, and if you're interested, I would love to share them with you - from one creator and business owner to another - with the belief that we are better able to grow when we grow together.

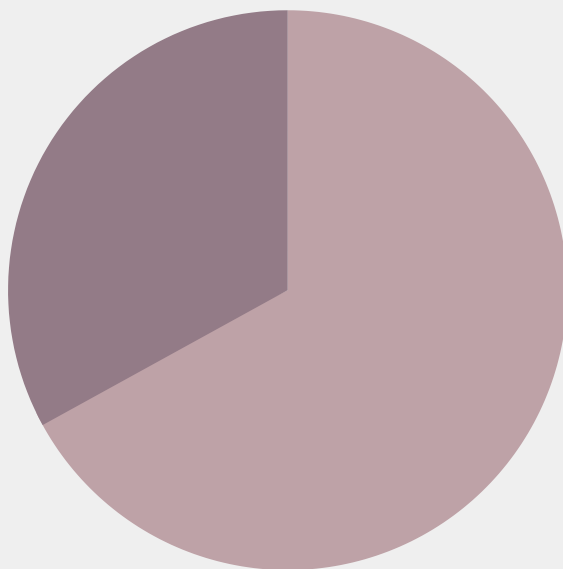
Wishing you a beautiful, nourishing, magic-filled 2022,
Cher



DEI GOALS

One of my goals at Ginkgo PR is to prioritize, nurture, and amplify diverse stories, which manifests as reserving 70% of my client roster for BIPOC, LGBTQIA+, neurodiverse, or disabled authors and entrepreneurs. I allocate the remaining 30% for allies and advocates to these communities. It's a goal based on our core value of inclusion. Here's how we fared.

ALLIES/ADVOCATES
33%



DIVERSE CLIENTS
67%

I'm proud that we were able to hit the numbers that we did, AND I learned something valuable about what I'm looking for in an advocate or an ally. I want to work with people who demonstrate intersectional inclusion, who actively donate time or money to a cause, and who weave their values into their business's operations, sales, and marketing. Each time I worked with someone who didn't fit that criteria, I got wiser and became more discerning.

REFLECTIONS

MAJOR LESSONS LEARNED



ENERGY MANAGEMENT

Early in the year, I read *Secrets of 6-Figure Women* by Barbara Stanny, and one of the quotes that stands out to me is, “Every concession you make compounds over time.”

While she was talking about financial choices, I couldn’t help but extend its significance to the ways I’ve compromised my values, my time, and my energy in the past.

Since becoming a mother who runs a business from home while juggling childcare, I’ve become understandably obsessed with energy management. And, turns out, the stuff I can’t quantify or see are the majority of what saps my energy. These are things like self-doubt, resentment, shame, or guilt.

When I work on releasing these (instead of trying to manipulate unmaniputable situations), I have so much more energy available for what’s on my plate. Some of the practices that help me let go are journaling, [metta meditation](#), breathwork (I do [this practice](#) from my client Victoria Albina), and [qigong](#).



WHAT IS ‘ENOUGH’?

In that same vein, I’ve always struggled with a belief that I’m not doing enough, which is exhausting. So, I started to experiment with the thought: What if I’m doing everything right?



BEING EXPLICIT

This year, I made it EXTRA clear who I work with. I did that by saying no to a number of client inquiries who didn’t meet my criteria, called out my expectations [on my contact form](#), and introduced a sliding scale payment option for [PITCH SLAPPED](#).

WHO / WHAT INSPIRED ME

In 2022, I want to invite in more moments for inspiration - whether or not they “make sense” for the work that I do. That’s why I’m calling out what inspired me this year.



My daughter, Chiara. She is pure, fairy-dust filled magic.



My client Leah Neaderthal: She recently started experimenting with an exercise in self-belief. Every day, you simply write down 3 reasons why you believe in yourself. It’s been a guiding light for me in a period of intense self-doubt.



Ellen McGirt’s Fortune Newsletter: raceAhead



Natalie Miller and her podcast Mind Witchery



(BOOK) The Year of Less with Cait Flanders



India Jackson from Flaunt Your Fire: I look forward to our CEO dates every month. Some of the powerful questions that we ask ourselves in these include: 1) What can I trim, trash, or transfer? 2) What isn’t working? 3) What am I overcomplicating?



THIS INTERVIEW with Andre Henry on The Next Question podcast: I haven’t stopped thinking about his thoughts on civil resistance since I heard them this summer. “The revolution is partly learning how to care for each other in a self-organized way. Some people’s part is to go and fill the streets. And somebody else’s part is to say, ‘Yes, the babies can come to my house while you go and I’ll take care of them.’”



MY FAVORITE PRESS MENTIONS

yoga journal



- POSES
 - POSE FINDER
 - PRACTICE
 - TEACH
 - FOUNDATIONS
 - MEDITATION
 - LIFE
 - VIDEO
- AYURVEDA
 - ASTROLOGY
 - BALANCE
 - FASHION, GEAR, & BEAUTY
 - FOOD, NUTRITION, & RECIPES
 - MORE



I'm a Goal-Setting Expert. Here's How to Set—and Keep—Your New Year Intentions

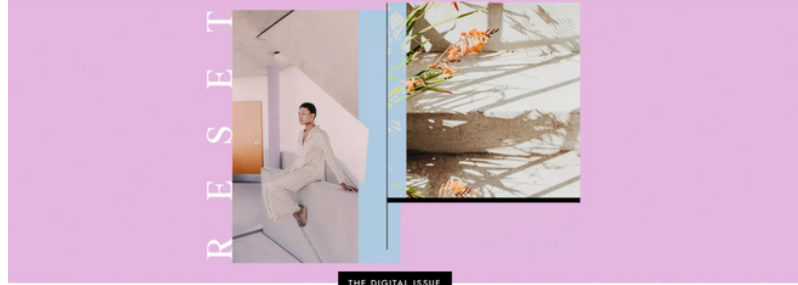
Resolutions are so 2021.

BYRDIE

CONFIDENCE. COMMUNITY. AND JOY

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WELLNESS • HEALTH

How to Press the Reset Button on Your Life, According to a Personal Growth Expert

Written by AIDEN ARATA, Updated on Sep 27, 2021
Reviewed by DANA MEERS-LICHT, Licensed Clinical Social Worker
Fact checked by ANNA HARRIS



44 min



Ep. 46: Advocating For Your Needs

Bachelors In The City

Society & Culture

[Listen on Apple Podcasts](#)

Dustin and Emma tackle the Bachelor Breakdown and cover what happened this week on the Bachelorette. Plus we've got a shout out to a rival/friend/other Bach nation podcaster. Then, your favorite co-host's girlfriend is back! Kat and Dustin sit down with podcaster and relationship expert Veronica Grant to talk about finding love in what Veronica calls a "swipe-left, swipe-right world."

Veronica Grant

<https://veronicagrants.com/>

Bachelors In The City

IG: @bachelorsinthecitypodcast

Peter & Dustin: @pilot_pete @dustinbkendrick

This is a Redd Rock Music Podcast



1 hr 6 min



Why "Charging Your Worth" Actually Devalues You and Others with Victoria Albina

The Twelfth House

Spirituality

[Listen on Apple Podcasts](#)

For the next four weeks, we'll be diving into the concept of money as medicine and how our relationship with money affects our overall wellbeing. Today Michelle is speaking with Victoria Albina, NP, MPH, and a coach helping codependent folks socialized as women to stop feeling anxious, exhausted and overwhelmed, so they can have better relationships with their partners, parents, and themselves.

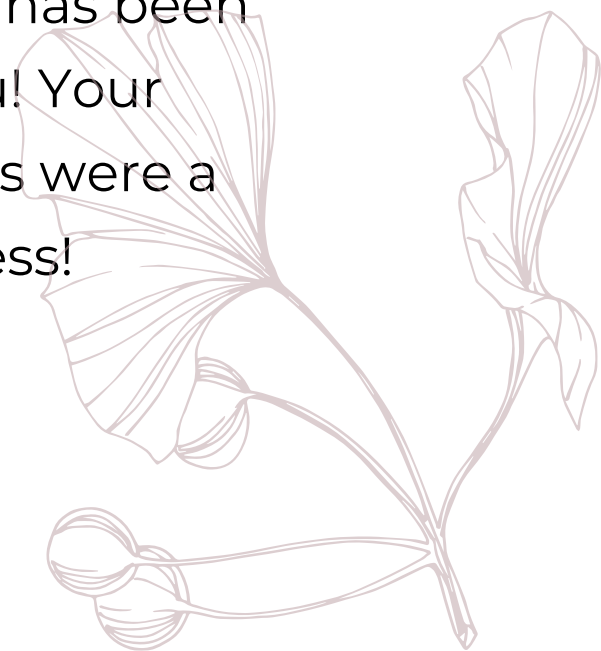
Learn more about how to work with Victoria here, check out her 6 month self-love program here, listen to her fabulous podcast here, and follow her IG here.

FAVORITE

testimonial

I wanted to send you a quick note to say thank you for all the work you did for me years ago - especially the interview with Caroline Leaf. That one interview has led me to hundreds of new subscribers and dozens of new clients!! AND recently led me to being on Leann Rimes podcast. I can say hands down you were the best investment I ever made and I have invested a lot - LOL. The combo of message clarity, putting myself out of my comfort zone, exposure and time has been amazing and all leads back to you! Your kindness, support, and PR services were a pivotal part of building my business!

**NANCY JANE SMITH, AUTHOR OF
THE HAPPIER APPROACH**



IDEAS FOR 2022

IDEA 1

Last year, I was proud to donate every month to a different nonprofit - many of which were adjacent to our mission at Ginkgo PR like Stop AAPI Hate, Ida B. Wells Society for Investigative Reporting, Slant'd, and the Black Teacher Project. Overall, we donated \$525. While I love connecting our client results with our mission (every interview booked equals a portion of a donation), I'm interested in doing something different next year. Some ideas I have are a separate fund for entrepreneurs who have a pitchable story but can't afford a retainer service or a grant for a publicist of a diverse background.

IDEA 2

I've been strictly offering media relation services (pitching for podcasts or to online editorials like Fast Company) since the inception of Ginkgo PR. But now I'm ready to try something different. Some of the concepts I'm playing with include reputation management and strategic communications advising during difficult times.



WANT TO WORK WITH ME?

If you're interested in growing your audience or increasing your visibility in 2022, I would love to hear about your business, your message, and your mission.

I work exclusively with BIPOC, LGBTQIA+, neurodiverse, or disabled authors and entrepreneurs and intersectional advocates and allies for those communities.

You can get in touch with me by filling out [THIS CONTACT FORM.](#)

I can't wait to meet you!

ABOUT CHER



Cher Hale is the founder and director of Ginkgo PR, a boutique agency that believes in using public relations to help historically-excluded authors and entrepreneurs take back their narratives.

As a Taiwanese-Black American woman, Cher is passionate about leveraging the power of media to tell diverse stories through online, print, TV, and podcast mediums so she can play a role in reshaping how our society views social justice, feminism, and multiculturalism.