

Kathryn Bechen Ink
Professional Writing & Consulting Services
“Where Beauty, Order, & Business Bloom”

Professional Bio 2009



www.KathrynBechenInk.com

Kathryn's published writing career began when she was just 26 years old, when after putting herself through college to earn her B.A. degree in English and Education and moving to the tiny rural town of West Point, Nebraska, her neighbor who owned the local newspaper invited her to interview and write a feature article about the now legendary financial wizard, Warren Buffett, and his mother, Leila Stahl Buffett.

Since that time Kathryn has been hired to write for national home and garden magazines such as *Cottage Style*, *Country Almanac*, and *Country Victorian*, and also for the regional wedding magazines *San Diego Style Weddings* and *Nebraska Wedding Day*, all of which can be found at retail outlets like Borders Books and large national grocery and drugstore chains. Her writing has also been published in newspapers, business journals, online, and by leading inspirational book publisher *Guideposts Books*.

A skilled interviewer whose feature article interviewees often tell her she can readily capture their unique essence in written words, Kathryn's editors have entrusted her with interviewing such highly accomplished people as bestselling home and garden/lifestyle author Alexandra Stoddard; a celebrity wedding planner who orchestrated a 1.7 million dollar wedding and has appeared on HGTV and been featured in multiple national wedding magazines; a Miss United States World; former Special Counsel to U.S. Attorney General Janet Reno; an organic caterer who has cooked for celebrities and whose

products are featured at Whole Foods; an Olympic trainee; and a national top producing realtor from an award-winning agency. Some of Kathryn's published feature articles can be read on her website at www.KathrynBechenInk.com, including her first newspaper article about Warren Buffett.

In addition to her published writing Kathryn's eclectic career has included founding and managing her own successful professional organizing and seminar firm for several years, *Organized With Ease*, which she began in 1992. Her pioneering company led her to speak to as many as 400 people about business and home office organizing and to give seminars at the university level. She was also invited to consult with such clients as a prominent Omaha home builder and other successful business people, and a business organizing audiobook she developed received high praise in a testimonial from a contributing author of *“Chicken Soup for the Soul at Work.”*

Self-taught at getting PR, Kathryn's organizing company was featured repeatedly in her local media, including two full page feature stories in the *Omaha World Herald* newspaper, a TV spot on *Omaha's KETV Channel 7* for *National Clean Off Your Desk Day*, and more. A natural encourager, Kathryn now loves teaching others that no matter what their business, they too can learn to harness the positive power of the press in an ethical way. Some of Kathryn's PR coverage can be found on her Media Room page on her website at www.KathrynBechenInk.com.

After studying internet marketing intensively in 2006 and simultaneously earning her interior decorating certificate, Kathryn launched *Kathryn Bechen Designs* online decorating. When a veteran New York decorating magazine editor found her website and hired her to write articles, Kathryn quickly realized that lifestyle writing is her true passion, and *Kathryn Bechen Designs* evolved into *Kathryn Bechen Ink* professional writing and consulting services.

Kathryn Bechen Ink immediately had creative entrepreneurs from several states hire her as a consultant, and Carrie Wilkerson, founder of *The Barefoot Executive*, and recently named one of the internet's most influential women in social media, interviewed her on a telesummit along with several well-known authors. That interview led to Kathryn consulting virtually with a woman in Costa Rica, coaching her how to successfully organize her home business office.

Kathryn has now served several writing and phone consulting clients of all sizes from around the globe, and she receives e-mails regularly from her readers saying they love her writing and that she inspires them. She also has readers who follow her writing and lifestyle blog at www.KathrynBechenInk.blogspot.com.

Kathryn's private business writing and PR phone consulting clients include artists, decorators, and other accomplished creative entrepreneurs. Her client testimonials repeatedly reveal that her intuitively questioning, caring, and laser-like consulting style enables her to easily determine what makes them "uniquely tick" and to translate their distinctive persona and business offerings into eloquent yet truthful

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marketing words, especially for their online presence. As a result, Kathryn's clients are now getting their own work featured in magazines and books.

Kathryn has also taught English and writing in public schools and for Sylvan Learning Centers, held positions in several libraries including a law library serving 135 attorneys, and has served in various administrative roles.

After moving 11 times during 20+ years of marriage and owning, remodeling, and decorating two homes and a condo, Kathryn currently lives in San Diego, CA with her college sweetheart husband and business partner, Steve Bechen, a commercial real estate banker. Consciously choosing "beautiful simplicity" as a lifestyle gives them time to travel to bed and breakfast inns which Kathryn considers to be her best education for writing about decorating. She and her hubby have traveled to 60+ inns all across the U.S. and she now writes about them on her bed and breakfast inn blog, www.BedandBreakfastBliss.blogspot.com.

Kathryn's recent accomplishments include having her tips article "Decorate Your Bedroom Like a Bed & Breakfast Inn" published in author Kathi Lipp's book *The Husband Project*, which was chosen as a "Featured Book" by CBN, one of the world's largest Christian websites. Kathryn has also recently been invited to be a Guest Author for *The Society of Decorating Professionals*, a national association of nearly 400 members including interior designers/decorators, real estate stagers, redesigners, and professional organizers.

Writing Samples & Testimonials

www.KathrynBechenInk.com