

The Entrepreneur's Marketing Resource Guide

Winter 2009

BKD Graphics: PowerPoint Specialists
PowerPoint: Professional. Error-free. Stress-free.
Bonnie Ketcham Doll
www.bkdgraphics.com
973 476-1081

Why The Marketing Resource Guide?

Prior to founding BKD Graphics, I worked for over 20 years in corporate. If I needed new business cards, I called purchasing. If I needed help with my computer I called IT. Everything I needed was right at my fingertips.

As an entrepreneur, I've learned that things don't always come so easily. I now need to seek out resources I once took for granted. I was fortunate to be able to tap into a vast network of former colleagues and corporate vendors to help me jump-start my business. Now I have a vast network of clients.

Why The Marketing Resource Guide?

If you needed to find an expert fast, you might first look to the internet. But if you were to Google “Marketing Professional” you’d get back almost thousands of hits! So, where can you turn when you need to find good, local professionals who can deliver top-notch results?

The BKD Graphics Marketing Research Guide is an invaluable resource for business professionals in the New York/New Jersey area. In it you will find many of my do-it-yourself solutions and a list of recommended top marketing consultants who are backed by years of corporate experience.

Disclaimer

All listed services are ones that have been used by BKD Graphics or have been recommended by friends and/or clients. These are the express opinions of BKD Graphics and its affiliates.

Please do your own due diligence before purchasing any product or hiring consulting services. Bonnie Ketcham Doll and BKD Graphics disclaim any responsibility for any liability incurred as a result of information listed in this guide.

If multiple resources are listed on one page, they have been placed in alphabetical order.

Also, many professionals use multiple web sites to target different markets. If this is the case, we have listed all of them in this guide.

Marketing

“**Spend money to make money.** Before you spend a dime on brochures, a web site, advertising, or networking lunches, **do the math.** Calculate how much various marketing activities cost. Scrutinize the reason for every expenditure and what you expect to accomplish. There should be a measurable and realistic goal associated with every marketing investment. Evaluate every opportunity against the priorities for your business. Put your money and time into activities that get results.”



Denise Barnwell
www.transformationmarketing.biz
Tel: 973-324-9668

Marketing

- One Size Does **Not** Fit All
 - Your web site may be the cornerstone of your marketing plan. Someone else's might be working out of a professional office space. Every business should develop the mix that is best-suited to its own unique vision and plan.

Branding

- Think of branding as the “look” of your materials.
- You don’t have to spend a fortune to look like a branding pro. A couple of simple rules will give your materials a professional look:
 - Put your logo on EVERYTHING--from business cards to envelopes to letterhead
 - Pay attention to color--use coordinating palettes
 - Use good paper

Free Advice From The Top Experts

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Free Advice from the Top Experts

■ Strategic Marketing

- Action Plan Marketing, Robert Middletown
www.actionplan.com
- Transformation Marketing, Denise Barnwell
www.brandme-inc.com
www.transformationmarketing.biz
973-324-9668

Free Advice from the Top Experts

- **General**

- Entrepreneur.com
- NJEntrepreneur.com

- **Cold Calling**

- The Queen of Cold Calling, Wendy Weiss
www.wendyweiss.com

- **Networking**

- The Nierenburg Group, Andrea Nierenberg
www.selfmarketing.com

Free Advice from the Top Experts

- **Online Newsletters - Ezines**

- The Ezine Queen, Alexandria K. Brown
www.ezinequeen.com

- **Public Speaking**

- DiResta Communications, Diane DiResta
www.diresta.com
212 481 8484 Ext. 312

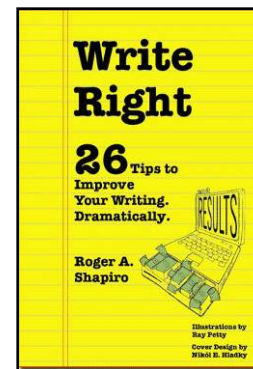
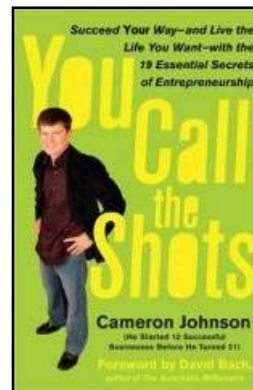
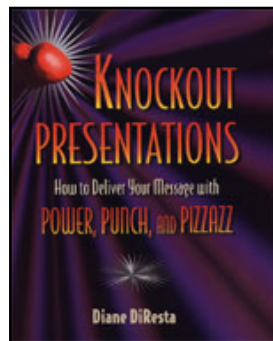
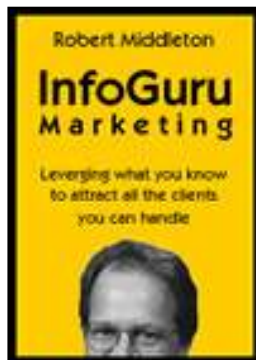
Free Advice from the Top Experts

■ PowerPoint

- BKD Graphics: PowerPoint Experts:
Bonnie Ketcham Doll
www.bkdgraphics.com 973-476-1081
- Sources for finding images on the web:
 - www.canstockphoto.com Cheap
 - www.dreamstime.com Cheap
 - www.istockphoto.com Cheap
 - www.morguefile.com Free - artsy
 - www.fotosearch.com When you can't find it

BKD Graphics - Top Book Picks

- InfoGuru Marketing, Robert Middleton
order at www.bkdgraphics.com/resources.html
- Knockout Presentations: How to Deliver Your Message With Power, Punch, and Pizzazz, Diane DiResta
- Nonstop Networking, Andrea Nierenberg
- You Call the Shots, Cameron Johnson
- Write Right: 26 Tips to Improve Your Writing Dramatically, Roger A. Shapiro



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Networking Organizations

- The Association for Women in Communications Northern NJ Chapter
www.awcnj.org
- Healthcare Businesswomen's Association
www.hbanet.org
- The New Jersey Association of Business Owners
Check out all the chapters!
www.njawbo.org
- New Jersey Organizational Development Community
www.njodn.org
- Venture Association New Jersey
www.vanj.com
- WEXNET - Women's Executive Network
www.wexnet.ws

Free Marketing

Word of Mouth and Referrals

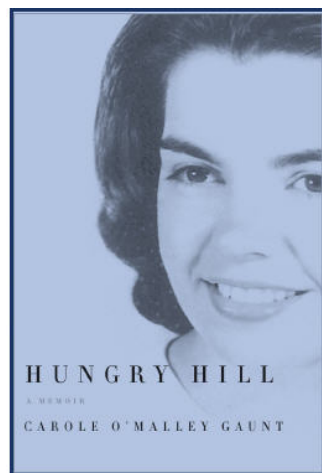
- Free! For some, this might be the most powerful component of your marketing. Don't leave out friends and family!



Testimonials

- Free! Don't be shy about asking. Most of your prior customers are delighted to provide you with a written testimonial.
- Free! Write testimonials for others and include your firm name in the testimonial.

From the Press Release of the
newly released book
by Carole O'Malley Gaunt "Hungry Hill"



"This book should be placed in time capsules in Springfield, Mass., and all across the country. It's more than a memoir."
Frank McCourt, author of Angela's Ashes and Teacher Man

New Media

- Things have changed since the first guide. I'm on LinkedIn and Plaxo. I recently had a former boss find me on LinkedIn which led to a major consulting assignment.
- Facebook - not just a place for teenagers to get in trouble
- ContactContact - ezine your contacts to stay in touch

LinkedIn®

plaxo

Stay in touch with the people you care about.

facebook

Facebook helps you connect and share with the people in your life.



zoominfo
find people and companies™

Constant Contact®
Connect. Inform. Grow.

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Hot, Warm or Cold Calling

- Free! Call, call and call some more.

**What is the worst that could happen?
The worst is that they could say “no”.**

Marketing Resources

Logo

- A good logo can be reduced to 2 inches or enlarged to 2 feet without distortion and can be clearly faxed in black/white.
- Before finalizing a logo, print samples to test colors on **YOUR** color printer.
- If you use primary colors, in the long run it is much cheaper to use other “off-the-shelf” solutions.
 - Example: If possible, choose navy rather than purple.
- Resource:
 - www.logoyes.com

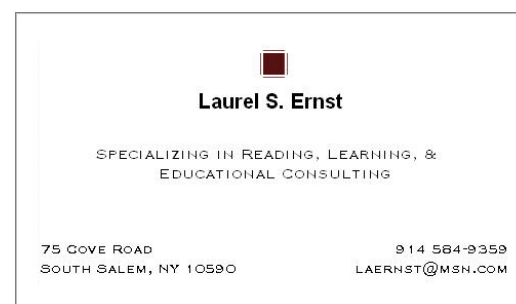
Business Cards

- **YOU MUST HAVE A CARD AT ALL TIMES.** If you're not sure what should be on the card get a plain generic card with your name and phone number from Vista Print.
- Once you determine your new business and need a more permanent business card, it's all about the paper. Some of the more affordable online sources for business cards often use cheap paper
- If you choose a business card with a vertical orientation, you are limiting yourself using other "off-the-shelf" solutions.
 - Example: Standard file folders are normally cut to hold a horizontal business cards.

Business Cards

- Resources:

- You can purchase Avery “business cards” at Staples. You create your design and feed these sheets through your printer. Make sure to purchase the correct cards for your printer (laser, inkjet).
- VistaPrint www.vistaprint.com
DO NOT PICK “free cards”; they have the VistaPrint logo on the back. Spend a little extra for premium business cards with premium matte for higher quality paper.



This is a great generic professional quality card from Vista Print. it can be found under Design Templates category Professional Services

Stock Design Templates for Stationary, Business Cards, Brochures

- Source: www.stocklayouts.com



What to Look for in a Web Designer

“Web designers ideally have a combination of three skills: **1) marketing, 2) design, 3) technical know-how.** Unfortunately it’s hard to find all of this in the same **person.** Marketing skills will get you good content and navigation, design skills will get you an attractive site and technical skills will get it all working flawlessly....The good news is that there are many web designers and design firms that tend to have a good combination of design and technical skills. Develop your materials from what you learn here and then give your designer the content they need to make a great site. Just make sure you look at their work and like the style of the web sites they’ve done. **There’s no one perfect style.**”

Your First Web Site

- No doubt about it, getting your first web site launched is overwhelming. Why not get your feet wet with a simple one-page web page?
- My good friend and colleague, Bill Farancz of mediatwist.com (917 757-9219) can get you off and running quickly and affordably.



Your Web Site

- Hundreds of books written on the subject. What do I think?
 - Most viewer won't get past the top part of the home page, make it memorable
 - Your phone number should be easy to find
 - **Give them a reason to come back**
Resources / links / free tips are critical

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HOME ■ POWERPOINT ■ RESOURCES ■ FREE TIPS ■ ABOUT US ■ CONTACT

For Consultants

The Entrepreneur's Marketing Resource Guide
February 2007

The Entrepreneur's Marketing Resource Guide (PDF)

If you're a new entrepreneur where do you start? The Resource Guide lists BKD Graphics' favorite marketing resources. [Click here to download](#)

The InfoGuru Marketing Manual
By Robert Middleton

A comprehensive manual for independent consultants. What works and doesn't work. How to grow your business. [Click here to learn more about Info Guru Marketing.](#)

Strategic Partners

Want the same great service / products that you had with your old corporate job... but don't have the volume or the budget. We suggest these firms to our clients. We use them ourselves.

mediatwist
From concept to deployment. mediatwist web site solutions are high-quality, scalable and designed to achieve genuine customer satisfaction. mediatwist is experienced and reliable in producing original, effective and sophisticated designs for customers in different industries. Bill Farancz 917 757-9219 www.mediatwist.com

website design and maintenance by **mediatwist** VISIT

Professional, Affordable Web Sites From Other Entrepreneurs

- A basic, yet professional web site is possible for under \$1,000
- Resources:
 - mediatwist
Bill Farancz
www.mediatwist.com
917-757-9219
 - SMG Designs
Scherlyn Garney
www.smgdesigns.com
908-359-0105

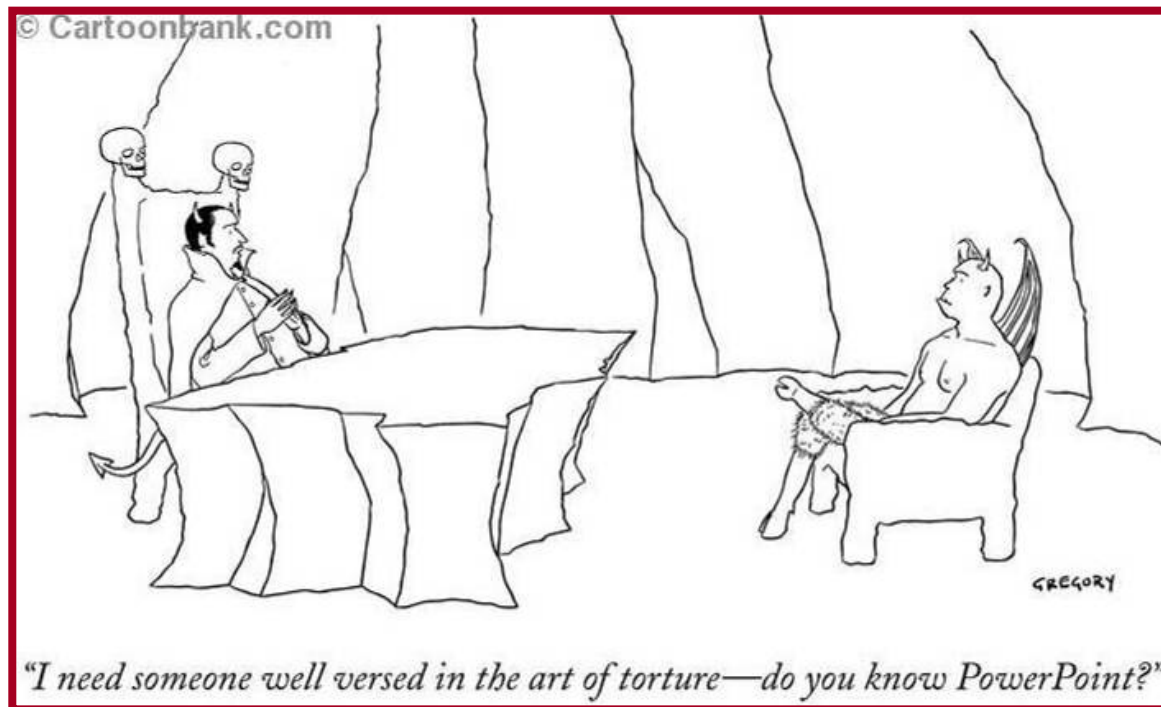
A Hosting Company for Your Web Site

- You get what you pay for. A cheap hosting site could mean problems down the road with email delivery.
- BKD Graphics uses www.hostway.com
- www.GoDaddy.com has been also recommended

HOSTWAY
GLOBAL WEB SOLUTIONS

PowerPoint

- BKD Graphics: PowerPoint Specialist
When do-it-yourself won't do! www.bkdgraphics.com



Proofreading

- Some things are not up for debate. **There are few who can properly proofread their own work.** Award-winning children's author Denise Mortensen is also a copy editor and professional proofreader. No job is too small. Affordable. Quick turnaround.
- Resource:
 - Denise Dowling Mortensen
dowmort@aol.com
973-701-8732



www.denidemortensen.com

Promotionals

- You don't need to be a designer or order large quantities to have customized promotionals.
- Resources:
 - Cheshire Studio,
www.cheshirestudioinc.com
973-240-7360, East Hanover, NJ
 - Travinlee Enterprises, Inc.
www.travinlee.com
732-928-8000
 - www.cafepress.com
 - www.shutterfly.com
 - www.zazzle.com



Personal Image

- Resources:
 - Photography in New Jersey
 - Degginger Photography, Phil Degginger
www.degginger.com, 973-455-1733
 - Shelley Kusnetz Photography
www.shelleykusnetzphotography.com,
973-338-1575
 - Douglas Mott Photography, Douglas Mott,
www.douglasmott.com, 973-701-7615
 - Dwight O. Photo, Dwight O. Moore
www.dwightphoto.com, 908-581-0350
 - Saffron Studio, Sonia Smith
www.saffronstudio.com, 908-499-9602

Personal Image

- Image Consulting
 - Image Resource Center of New York
Dominique Isbecque,
www.imageresourcecenterny.com
212-595-2001

Paper

- Don't use cheap copy paper. It doesn't cost much more to use cashmere rather than polyester.
- Sources:
 - Neenah Paper, www.neenahpaper.com
 - Classic Crest: Avalanche White, Solor White, Classic Natural
 - Paper Mart, Route 10, East Hanover, NJ
www.papermartinc.com/papmar_Walk.htm
973 884-2505

Presentation Folders

- For the same amount of money you would spend at an office superstore, you can purchase folders that stand out from the rest.
- Source:
 - PocketFolder.com,
www.pocketfolder.com

Copy Centers / Printers

- In 20 years I have NEVER used a national chain. If you are out of town, look for an owner-operated business. When possible, double-check **EVERY** book for missing pages / misprinted pages.
- Resources:
 - The Fitch Group, New York City
John Fitch, 212-619-3800
www.fitchgroup.com
 - Plains Printers, East Hanover, 973-428-1987
www.plains.com
 - Serve Apex-Printing & Design, Bridgewater,
732-560-2222, www.serviceapex.com

Professional Office Space

- Often other professionals are willing to share their office space at affordable rates.
- Sometimes all you need is the illusion of a fancy address:
- Source: The UPS Store.
 - Which looks better to you?

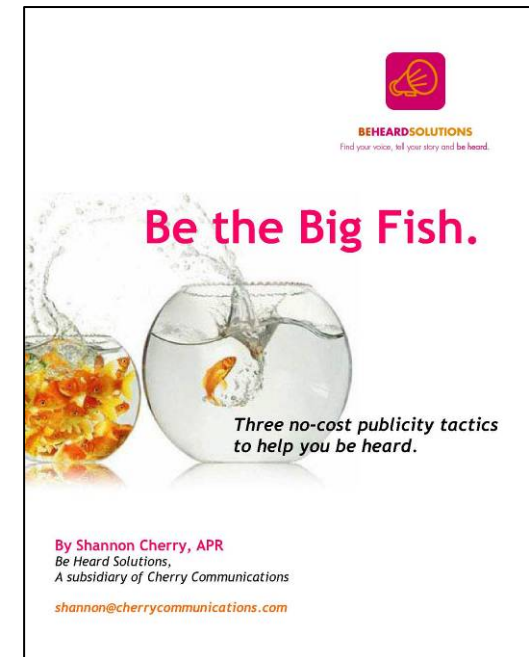
P.O. Box 210 Madison, New Jersey 07940

or

230 Main Street, Suite 210
Madison, New Jersey 07940

Public Relations Firm

- Publicity costs nothing, yet can bring in new customers.
- You don't need to be "big" to use a PR firm.
 - Resource: Shannon Cherry
518 248.6592
www.cherrycommunications.com
www.beheardolutions.com



Writing

- It's a talent, not all people have it. If you don't, hire someone who does.
- Resources:
 - Denise Dowling Mortensen
www.denisemortensen.com
dowmort@aol.com
973-701-8732
 - Write4You In New Jersey, Nancy Passlow
www.Write4unj.com, 201-541-9702
 - The Write Stuff...etc., Maureen A. Murray
732-701-1117 phone; 732-600-6698 cell
writestuffetc@aol.com

PC Support

- One of critical life lessons my dad taught me was that cars break down at the worst times and it was usually less painful if you had an established relationship with the local mechanic. A computer is no different. For many, your computer is now an critical tool to your business.
- For years I have depended on Fred and the team at Ricardo Business Systems to keep all my computers running perfectly. They are also an authorized Apple dealer.

- Riccardi Business Systems,
168 Main Street, Chatham NJ,
973-635-6828
www.rbsnj.com



Non-Marketing Resources

Virtual Office Services

- Sometimes you need an extra set of hands AND eyes. Great for proofreading. Very affordable. No job too small!
- Resource:
 - B.A.C.I Enterprises, Beth Iacullo
www.baci.ws, 973 736-4290
 - Also Carmine Iacullo provides PC Support

Bookkeeping / Tax Services

- Keep every receipt.
- Track your car mileage. The IRS standard mileage rate for 2009 is 55cents per mile for business miles driven.
- At a minimum, keep a Quicken file. **HAVE AN EXTERNAL BACKUP OF ALL FILES OFFSITE.**
- Resource:
 - DKH Solutions, Deb Houston
www.dkhsolutions.com
908-879-7793

Legal Advise

- Need help setting up an LLC or need a professional to review a contract?
- Resources:
 - Therese M. Hough
Maloof, Lebowitz, Connahan & Oleske, P.C.
127 Main Street, Chatham, NJ 07928-2404
(973) 635-9200, 201 213-1104 cell
 - Jospheh Kalesieh
Landel Bernstein and Kalosieh
801 Franklin Ave
Franklin Lakes, NJ 07417
 - Thomas E Maloney Jr.
55 Madison Ave
Morristown, NJ 07960
(973) 538-4100

Sole-Proprietor, LLC or Corporation

THIS IS NOT LEGAL ADVISE. PLEASE CONSULT AN ATTORNEY

- There are several online sites that make it easy and affordable to set up an LLC. I used www.mycorporation.com, the same company that owns TurboTax.
- For me, I was done within 30 minutes and it was very reasonable. However be prepared to say “no” about a dozen times... “No, I don’t want a corporate seal”, “No I don’t want you to file a form for me once a year”, “No, I don’t want a free session with an accountant”.
- Also Legalzoom.com

Concierge Service

- One day you are praying for ten orders, the next day you are on Rachel Ray and your orders go through the roof. If you need an extra set of hands here is a great resource. At BKD Graphics, we use them as our extra set of wheels to make pick ups from printers and deliveries to clients.
- Resource:
 - Errands Plus, Colette Chapman
www.errandsplus.com, 973-722-5137

HR Consulting Services

- As you grow or plan for growth, get help setting up payroll and benefits, how to interview for best results, complying with employment-related government requirements, handling employee issues/complaints, training and development...
- Resource:
 - Beacon HR, LLC, Barbara Kaplan Newman
www.BeaconHRLLC.com
beaconhrllc@verizon.net
973 568 3024

Recommended Computer Equipment for a Home Office

BKD Graphics: Computer Equipment We Use

- Black/White Laser Printer: I own an HP, which cost \$250. I save about \$1,000 per year on ink cartridges.
- Color Laser: HP Color Laserjet 1600.
 - Never the top award winner, but it produces good quality prints. Replacement cartridges are easy to purchase at any Staples.
- External Disk Drive:
a must - in case your computer crashes.
- Flash Drive:
a must - I always have an original and two backups.

BKD Graphics: Computer Equipment We Use

- Faxing: Traditional
 - For me, an old-fashioned fax machine is invaluable for a quick copy. I use a Sharp fax machine which I purchased refurbished from Staples.
- Faxing: Internet - receiving a fax as an attachment to an email file
 - For me also invaluable because I can receive faxes anywhere I have an internet connection. Never a lost fax. A file is saved on my hard drive.
 - Source: www.efax.com

BKD Graphics: Computer Equipment We Use

- Software:
 - **Snagit: Screen Capture Software:** Much more powerful than a “print screen.” Useful for manuals, also as a feedback mechanism for PC support.
www.snagit.com
 - **NxPowerlite:** Shrink that PowerPoint file down to a size that can be emailed. www.nxpowerlite.com
 - **PDF Create 4:** For \$50, you can create Acrobat files without spending \$300 for Adobe Acrobat.
www.nuance.com/pdfconverter/professional

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Power Up Your Presentations!

The Portfolio

By Year

Year	Percentage
2001	21%
2002	9%
1997	16%
1998	8%
1999	31%
2000	35%

By Industry

Industry	Percentage
Technology	23%
Financial Services	22%
Marketing	23%
Other	11%

Application Performance Cycle (centrisoft)

Gather metrics → Monitor performance → Manage priorities → Establish priorities → Gather metrics

Agenda

- Last year's results
- Lunch break
- Next year's projections

Marketing The Value of OD Services

It's never been easy. Now its even tougher. Or is it?

SYNEXION
Connecting Business to Customers

Increasing Revenue Streams

Members & Database

- Advertising
- Registration
- Content
- High Margin E-commerce
- Infrastructure Outsourcing
- Mobile Commerce

Corporate Model (percent)

Gross Margin	76%
R&D	13%
S&M	27%
COA	6%
g Income	~21%

Presented to John Smith

MECA CONSULTANTS

The Power of a Unified Message

AKTHROUGH CONSULTING

Comparing Graphs

- Determine highest plot point for Graph I & II
- Look at the plot points of the other factors
- Look at the relationship to the energy line and to each other
- Check for disparity between Graph I & Graph II

MOST Graph I Adapted Style

LEAST Graph II Natural Style

When Do It Yourself Won't Do

Boardroom Quality Presentations

Seems like everyone is preparing their own PowerPoint presentations, but you want yours to **stand out from the rest.** You need a boardroom quality presentation because a great presentation means more profits. Partner with BKD Graphics and your presentations could look so much better!

Think back to your last presentation.

- Did your competitors' presentations look better than yours?
- Was it time consuming to prepare your files?
- Were your files too large to email?
- Was it a stressful nightmare at the copy center?
- Did you find embarrassing typos on the final handouts?
- Did you go over budget on printing costs?
- Did your presentation effectively get your message across?
- **Are you getting results by using the do-it-yourself approach?**
- **Are you using your time wisely using the do-it-yourself approach?**
- **Are you really saving money using the do-it-yourself approach?**

About Us

BKD Graphics is a management consulting firm providing business presentation and productivity solutions. BKD Graphics offers PowerPoint Template Design, PowerPoint Makeovers and PowerPoint Coaching. Bonnie Ketcham Doll has over thirty years of progressive experience offering a unique combination of creative, technical and financial expertise. Bonnie is a Microsoft Certified Office Specialist in PowerPoint who has prepared hundreds of presentations for many diverse industries.

Prior to founding BKD Graphics in 1997, Bonnie managed the in-house graphics group at Bankers Trust Company, a group which produced 800+ presentations per year. In this position, she reported to the Office of the Chairman in personally preparing the graphics component of all highly confidential Human Resource projects - manpower plans, bonus awards, downsizing as well as all financial presentations from the Office of the CFO. As the in-house expert at the privately held investment bank Allen & Company, she worked on all deal-related projects as well as their annual Sun Valley Conference. Bonnie is a CPA with a degree from Georgetown and a MBA from NYU.

Why Partner With BKD Graphics?

The bottom line...you'll save time, save money and your presentations will get you results.

PowerPoint: Professional. Error-Free. Stress-Free

Bonnie Ketcham Doll ♦ 973 476-1081 ♦ www.bkdgraphics.com

The 7 Deadliest Mistakes Made in PowerPoint

Let's face it. PowerPoint is on every desktop as the standard for creating presentations. What has resulted is scores of "Death by PowerPoint" presentations; unprofessional documents which do not get results. Follow these tips and you won't fall into this trap.

1. **Too Much Information On The Slide:** Summarize everything. If you must give more detail, make it a separate handout.
2. **Text Too Small To Read:** Your audience must be able to read all text from the back of the room.
3. **Inconsistent Formatting:** If each page of your presentation has a slightly different format, it is not a boardroom quality presentation.
4. **Ransom Note Syndrome:** Don't use more than two fonts. Just because your PC comes with dozens of fonts, you don't need to use them all in one presentation. Stick to the basics -- Arial, Tahoma or Times Roman -- and you'll increase your portability.
5. **Clipart:** Use real images that reflect your company, product or service. It's worth the extra money to use images that are unique to you.
6. **Handouts Get Printed On Cheap Paper:** Your quality is reflected in the paper you choose. Spend the extra money to print your handouts on great paper.
7. **A Microsoft Template:** If you want to stand out from the rest, a customized template is a must. Your PowerPoint presentations should include your logo and any color schemes to get the maximum benefit of your branding investment.

To see how you can use these tips for your next presentation, contact BKD Graphics. We can help you with every aspect of the presentation process: from customized template creation, file makeovers to PowerPoint training.



Bonnie Ketcham Doll is the founder of BKD Graphics, a management consulting firm providing business presentation and productivity solutions. For more information contact her at 973 476-1081 or bonnie@bkdgraphics.com or visit www.bkdgraphics.com.

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Some Things Don't Change

OCTOBER 30, 1989

PC WEEK

THE CORPORATE MICRO

You Can't Judge an Effective Presentation by Its Cover



JIM SEYMOUR

Surely, I thought, she would kill him—if I didn't do it first.

My business partner and I, you see, were about two-thirds of the way through delivering a report on a large consulting job.

The project had been a grind, but she had put together a magnificent presentation piece, a bound report, beautifully written and full of attractive illustrations and handy tables—not to mention a fold-out time line showing the next decade's milestones on the project.

It looked better than a lot of annual reports. Better than our clients' own, probably. And it was turned out on a PC, of course.

Our client was suitably impressed. As my partner explained the work (I got to sit back and relax on this one), she took him through the report, section by section. He followed her, ab-

sorbed, turning pages, not saying a word.

She closed the last page of the report, looked up and waited for his reaction. He broke into a big grin, nodded at both of us, and said, "That's wonderful, really wonderful. It's just amazing, isn't it, what you can do with a laser printer?"

I thought she would immediately go for his throat.

He wasn't kidding. He wasn't setting us up. He liked and soon acted upon our recommendations. But he made that oh-so-common mistake of assuming that having a laser printer—or maybe owning a copy of PageMaker—has something to do with turning out great work.

We weren't actually as dismayed as I've made this sound, because we'd heard it before.

Everyone who turns out good-looking overheads, slides, speakers' handouts, flip charts, proposals, reports and so on has run into that reaction: People love the work, but think the slick presentation means it was all somehow concocted by a computer.

It's not an answer to go back to the days of double-spaced 10-pitch Courier, to drawings done with technical pens and Leroy lettering.

Clean, crisp presentations, reports and proposals are easier to understand and carry a weight and force that simpler forms—now often seen as interim drafts, needing more work—never have.

But it would be nice if we could get people to understand that making information clear is a skill, too. It's not something you get by pouring text into a kind of computerized Cuisinart, which then reshapes the work into a finished piece without further intervention.

I write this not to whine about clients who don't appreciate all the skills that earnest consultants bring to their work, but rather because over the past few months so many corporate people have complained about this to me.

They love the greater credibility their work now has than when they were typing and cutting and pasting.

But they hate the way their colleagues assume that packaging and content are the same thing—and that both came easily, because they used a personal computer.

It's the thinking, not the kerning, after all, that makes business analysis good or bad. ■

Source: PC Week, October 1989

Jim Seymour is "the most respected and widely-known commentator on the computer industry" according to The New York Times in a recent story entitled "When the Industry Comes to the Mountain." Bill Howard, Executive Editor of PC Magazine, recently said of Seymour, "Nobody—repeat, nobody—has more savvy and insight about how PCs are used, and should be used, within a corporation."

Source: www.ipma-wa.com/news/1994/199406.htm

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Your Best Business Begins With A Personal Brand



By Denise Barnwell

Are you planning to start a business, but aren't sure what's right for you?

Out of 23 million small businesses in the United States, 75% are owned and managed by one individual. Consequently, the typical small business intrinsically reflects the owner's values, tastes and personality. In many cases, the business also incorporates the owner's name.

Given this reality, one essential question to ask yourself is this:

What business best suits my skills, talents and values?

The answer: The best new business to start capitalizes on what YOU do best!

As a typical small business owner, your personal identity is inseparable from your company, whether you like it or not. The good news is, you can capitalize on your personal involvement by creating a distinct Personal Brand for your business. You can use personal branding as a powerful marketing strategy.

Why does Personal Branding work for a small business?

We count on brands to deliver specific results in just about every area of our personal and business lives. But, can a person create a market identity like a brand of shampoo? Certainly. And it doesn't mean you have to think of yourself as a product and promote yourself like one. Instead, you adopt a thought process – or mindset – to intentionally apply brand promotion strategy to YOURSELF as the primary representative of your new business.

You can build a successful new business by building a strong Personal Brand reputation. When you deliver consistent value in your personal business interactions, you will enjoy more customers, more money and more respect for what you do. This reflects the principle of 'more for more' that works for corporate brands.

Think about it: What products and services would you name as delivering consistent value? Which automobiles, cosmetics, hotels or other items come to mind?

Those with strong brand reputations do! Top-of-mind products have strong brand identities. Strong brands deliver consistent value, command premium prices and produce higher profits. Strong brands get 'more for more'! This principle of 'more for more' that works for corporate brands can work for your Personal Brand too.

That's why it's especially important for most solo business owners to start a business with the goal of building a strong Personal Brand reputation. Without a clear brand message, people will make their own assumptions about who you are, what you offer and what your business represents.

How do you create a strong Personal Brand?

Branding may be the single most powerful marketing concept today. A Personal Brand approach represents one of the best competitive strategies for the typical small business. When your talents, personal style and passion for your business are in alignment, an authentic Personal Brand emerges. YOU become distinctive and remarkable in WHAT you do, and HOW you do it.

To create a strong Personal Brand — and a strong business — you must understand and apply these fundamental marketing principles:

- **Know your target customer:** who they are, what problems they face, and what motivates them to buy.
- **Identify your true competition.** These are alternatives your target customers consider when shopping for products and services like the ones you offer.
- **Be clear** about how you are both different vs. the competition AND relevant to your target. Your unique combination of DNA, experience and passion
- **Create a marketing plan** to communicate your brand message consistently to your target customers. You don't need a catchy slogan or a big budget. You only have to invest in establishing your Brand within your target market niche.

Gain competitive advantage with a Personal Brand.

Very, very few small business owners benefit from having a strong Personal Brand identity. It takes commitment to gain insight into yourself, to relate what you do best to what customers want, and to communicate your brand's benefits in a compelling way.

Still, if you're searching for a competitive advantage, look in the mirror. You are much more likely to enjoy success when your business purposefully reflects who you are, what you are passionate about and what you do best.

About The Author

MBA and former Fortune 50 brand-builder, Denise Barnwell is president of Transformation Marketing LLC, a consultancy that serves small businesses exclusively. The company's mission is to empower small business owners to make more money doing what they love by becoming more effective marketers.

Denise is co-author of **Brand Me, Inc.**, the only step-by-step guide for solo small business owners to create a Personal Brand strategy. Available at www.BrandMe-Inc.com.



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January 15, 2007

MAILINGS THAT WORK

In last week's More Clients, I shared some ideas about mailings and some of the do's and don'ts to be aware of. In this issue, I'll go into more detail on how to do successful mailings.

Remember, you can put a lot of time and money into a mailing and it's tricky to do them successfully. Following the four principles below will increase your chances of success.

Principle #1 - Mail to those you have an affiliation with

Mailing to a list of strangers can be a recipe for disaster. Sure, you get a lot of mailings from all kinds of companies, but if you think about it, you were familiar with most of them before you received the mailing. You need to build some affiliation or familiarity first.

One way is to mail to the members of your chamber of

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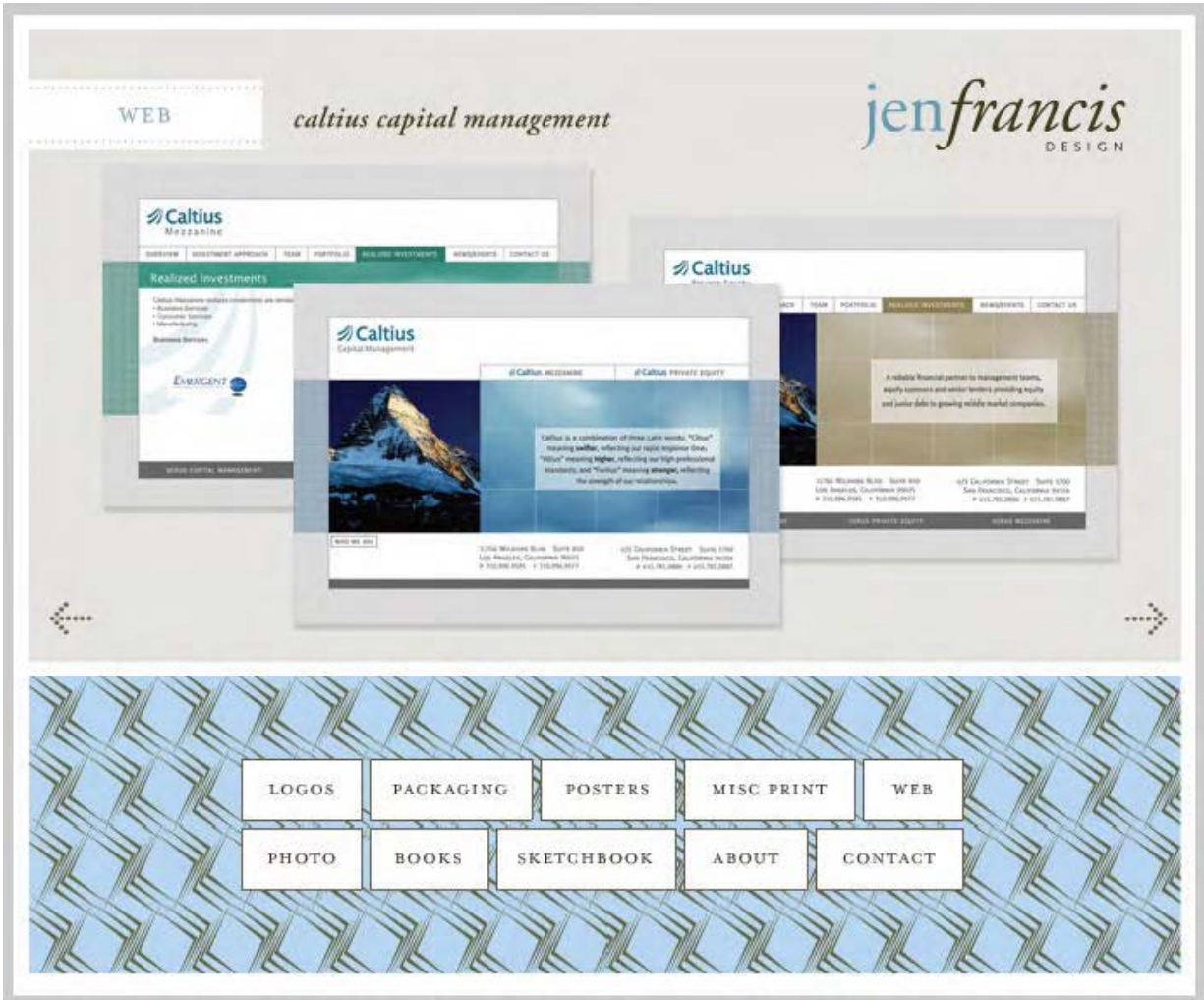
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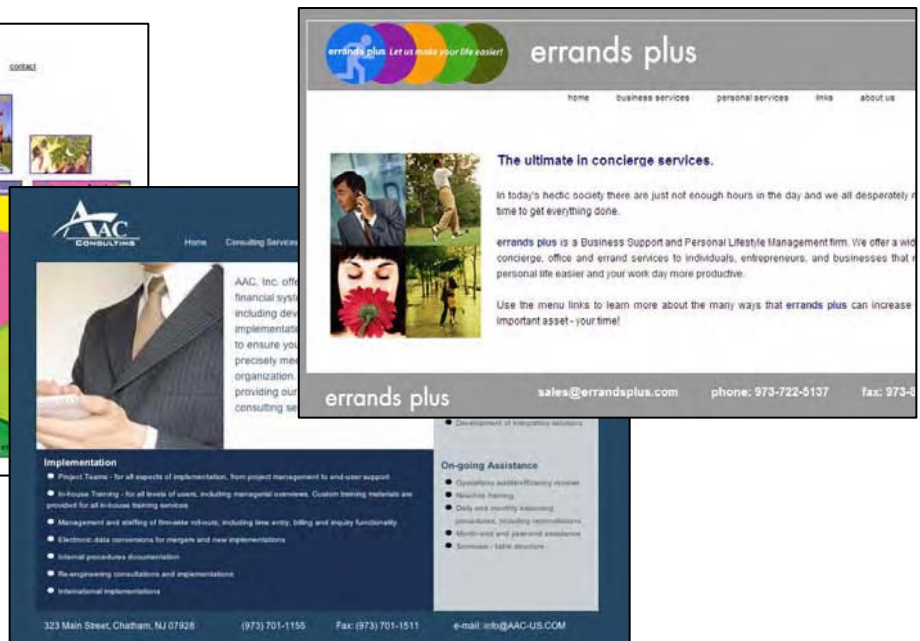
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SMG Designs is a Web Design, SEO & Internet Marketing Company located in Hillsborough, New Jersey. SMG Designs specializes in serving the small and medium-sized business customer by providing professional web design and SEO services at affordable rates. Our web design services make it easy for you to put your business on the Internet – we do everything. From designing your website, to setting up your web hosting and email accounts, as well as submitting your website to the search engines, our rates include everything you'll need to have a business website designed and put online.

NEW! 1-Page Website for \$500

Does your business need a simple presence on the Internet?
A 1-page business website may be the answer.

Founder Bio

SMG Designs was founded in 1996 by Scherlyn M. Garney. Scherlyn's background includes 12 years of corporate experience with AT&T in the areas of marketing, sales and human resources, along with a graduate degree in Management. She is a certified webmaster through the IWA and has been doing web design and SEO for over 10 years. Scherlyn's business background and education lend themselves well to designing business websites that are professional and customer-friendly.

Sample Websites



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Gourmet Plantain Chips
Basking Ridge, New Jersey
www.grabemsnacks.com



McLoughlin School of Soccer
Professional Soccer School
Somerville, New Jersey
www.soccer-kids.com

www.SMGDesigns.com
(908) 359-0105
info@smgdesigns.com

31 Roycebrook Rd., Hillsborough, NJ 08844



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WORDS WORKING FOR YOU

A picture may be worth a thousand words, but what if you only need a few words? Do you have trouble finding the right ones? With a business to run and things to do, why spend time worrying about getting the words right? When you need words that work for you, I can write for you!

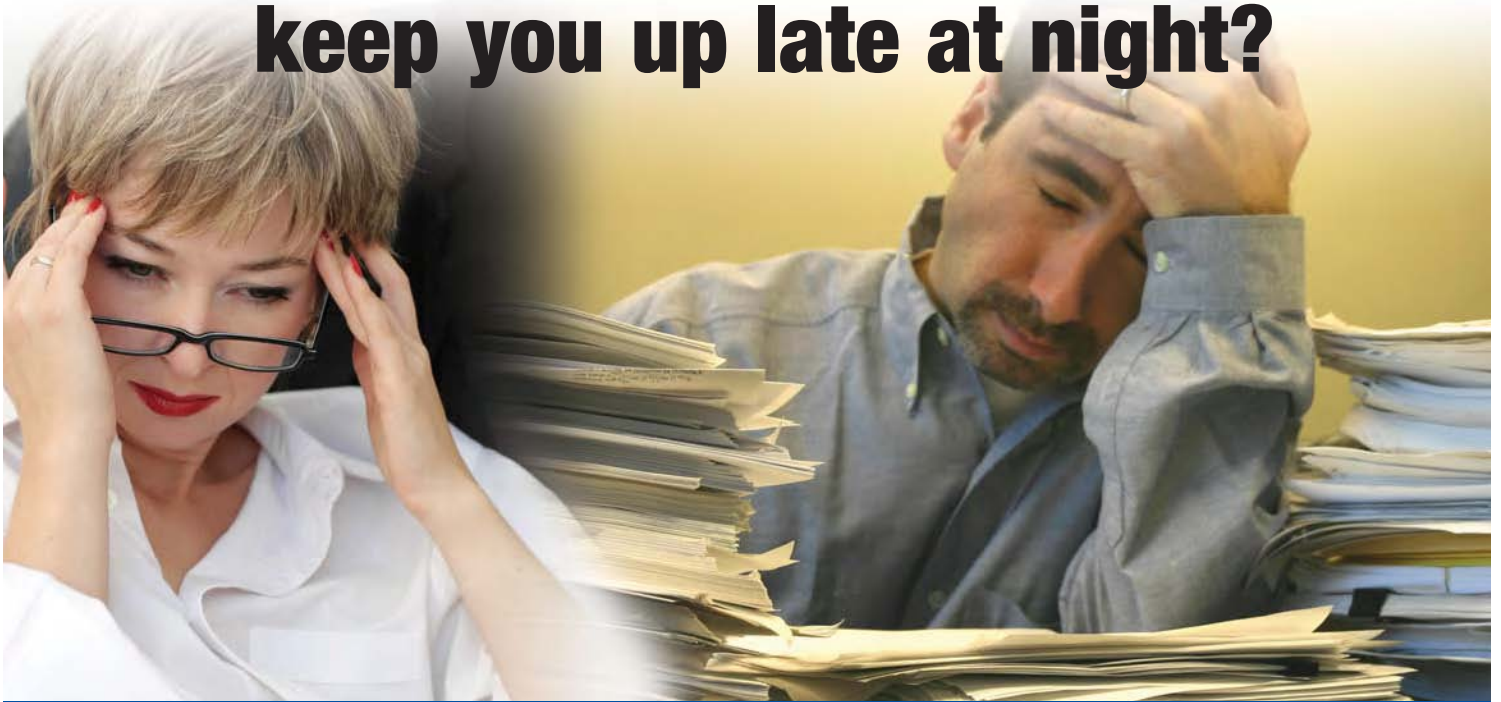
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Nancy Passow, owner of Write For You in NJ, has written articles for professional journals (print and on-line), newsletters, and magazines and presented workshops throughout the US. She is an adjunct instructor of Technical Communications at Fairleigh Dickinson University (Metropolitan Campus). Nancy is a member of the NJ Association of Women Business Owners (State Public Relations Chair and past-Vice President of Marketing, Bergen chapter); Rockland Business Women's Network (newsletter editor); Association for Women in Communications; Society of Women Engineers; and the Board of Directors of the YWCA of Bergen County.

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Does worrying about your business keep you up late at night?



You're not alone...

...many of us grapple with the same problems — especially how to attract more business.

- Are you an entrepreneur with a great idea, but don't know how to market it quickly in order to get a revenue stream started?
- Don't have time to take lunch? Don't get home before 8:00 PM every night? Spending more time working in your business than on your business?
- Does your company need to market and advertise, but you have no time and don't really know what would work? Think your budget is too small? Can't afford to hire a "big" agency to work for you?

We can help you!

At MarketShare Communications, we have over 25 years of advertising and marketing experience with companies similar in many ways to yours. We have worked closely with other entrepreneurs and business owners, addressed these problems and developed solutions that have resulted in many success stories.

Our purpose is to help you solve your marketing problems and

put you on the road towards increased sales, better cash flow and greater success.

Give us just a few minutes of your valuable time...and let us introduce MarketShare Communications to you. Our specialty is helping businesses grow stronger and more profitable utilizing our unique business marketing model.

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Call: 973.299.8001

or email Ilene B. Greene, President, at: ilene@marketsharecomm.com



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Greetings!**in this issue**

- NJGOLFS HOSTS NORTHERN NJ GALA ON FEB. 1ST
- DON'T MISS TOP EXPOS & CONFERENCES!!
- TIPS FOR MAKING YOUR BEST FIRST IMPRESSION
- TOP NEW JERSEY EVENTS
- THE ENTREPRENEURS EXCHANGE
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DON'T MISS TOP EXPOS & CONFERENCES!!

We are pleased to present a list of the top business expos and conferences being held in the first half of 2007 around New Jersey.

So many issues at the State and Local level are addressed or covered by these organizations who present noted speakers and experts. We encourage you to participate and contribute.

Look for our mid-February issue which will present an extensive schedule of top procurement events in New Jersey.

[Visit NJEntrepreneur.com Home Page](#)

TIPS FOR MAKING YOUR BEST FIRST IMPRESSION

I'm sure you've heard the saying "there's only chance to make a good first impression". Well, it still has a lot of truth to it. We make assumptions about others' personality and character often before they have even uttered a word. First impressions influence our feelings far into the future and may take several subsequent meetings to change. What causes these instant assessments? And can anything be done to control them?



[For More Tips for Making Your Best First Impression](#)

TOP NEW JERSEY EVENTS

Top 2007 First Half Expos & Conferences:

NJIT Defense Procurement Technical Assistance Center
[Procurement Fair for All Small Businesses](#)
 January 18, 2007 8:30 am to 1:00 pm

NJGolfs.com

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**NJGOLFS HOSTS
NORTHERN NJ GALA ON
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NJGolfs.com is sponsor of NJEntrepreneur.com's Expo Issue. There is less than two weeks left to register for its top event of the year. The Gala will be held on February 1, 2007 to support the American Heart Association.

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Virtual Office Assistant Advises...

"Just do it!"

By Judy Chapman

As Beth Iacullo read the Garden State Woman article "Is This The Right Time To Make A Career Change?" by Carolyn Bowers, she proudly smiled. Remembering back to the days that she wondered that same thing, she now sits in her successful home-based office and knows that it was the right time for her.

Having spent 14 years working in Corporate America as an Executive Secretary, Beth finally made the change that she had always dreamed about. It required her high-quality administrative skills, outgoing personality and determination to create a "Virtual Office Services" company from her home-based office.

"If you feel that you want more out of life than what you have today, then reach for your goals."

Throughout the first year, Beth spent countless days not only researching the competition for this type of business but also figuring out how she would promote her own business. Her first step was to create a business brochure and mail it out to businesses that she found in the local business directory. Next Beth began to visit local networking meetings where she



had the opportunity to meet other business owners and introduce herself personally. "Although most groups meet extremely early in the morning, it has been well worth my time to attend 7:30 am meetings. My client list has grown incredibly because of this." She also kept abreast of local business seminars and meetings where she'd have the opportunity to learn about conducting a business and also meet new people at the same time. "This past year hasn't cost me a fortune in advertising because my own marketing techniques have proved successful. I couldn't take a chance and spend thousands of dollars in advertising without really knowing if my business had a future."

Now one year later Beth has an impressive list of clients to prove her success. "I provide the convenience of virtual secretarial services to businesses and

individuals from my home based office. Not everyone has a need or the means for a full time administrative staff, so I have found that my services are a necessity—especially in today's economy" says Beth.

And the company has received such an overwhelming response that Beth's husband Carmine has now become partners in the business. But what started out as a woman-owned business still remains just that. Beth was careful not to divide the business directly in half, because she proudly wants to remain a "Woman Owned Business".

As successful as B.A.C.I. Enterprises, Inc. has become, Beth has some advice for others contemplating a career change "If you feel that you want more out of life than what you have today, then reach for your goals. No one can create your happiness except for you, so just do it."

You can find out more information on B.A.C.I. Enterprises, Inc. by accessing the website at www.baci.ws or calling 973-736-4290.





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