

GROWTH Strategies

Advisory Minute

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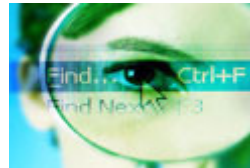


Dear Stephen,

Welcome to another issue of *Advisory Minute* - just for our Preferred Network. **WARNING!** - These quick-read, meaty content, educational articles **WILL** dramatically improve the Sales and Marketing performance of your business - but only when **IMPLEMENTED!**

Your ULTIMATE Blog Resource...

As we're putting together the final arrangements for our Blog - I figured I'd give YOU the benefit of all our research for tools, resources and marketing help for Blogs.



There is a MOUNTAIN of tremendous sites and help for those creating, posting and marketing their Blogs.

Feel free to pass these resourceful sites on to those in your network who are actively utilizing their Blogs, or are just getting into social media.

REMEMBER - If you aren't actively engaged in social media now, the entire population of teens, twenty-somethings and those already engaged...

WILL NOT even know HOW to buy from you, or even know you exist!

Here's the best tools you'll find on Blogging:

[WordPress](#) - Great site for creating FREE Blogs. This is what we're using after researching many, many Blog sites. You also receive FREE Themes, Categorization & Tags, Integrated Stats System, Privacy Protection, SPAM Protection, etc.

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Stephen H. Jones

[\(Online Profile\)](#)

4 Common Marketing Mistakes

Sometimes knowing what not to do is as important as knowing what to do. Use this handy list of common marketing mistakes as a reference tool to keep your business on track.

Ready, Fire, Aim

[BlogSigs](#)- Link to your latest blog post in your email signature! Tired of the same old blog signature in your email? Now you can easily and **automatically** include the title of your latest blog post in your email signature. Drive more readers to your blog. BlogSigs works with Microsoft Outlook, Gmail, Yahoo! Mail, and Hotmail.

[Skribit](#)- Have a blog? Ever run into a persistent case of writer's block? Ever wonder if your community is really interested in what you are writing about? The solution is Skribit.

[Blogged](#)- Blogged.com is all about blog discovery. It's a place for readers to discover interesting blogs and for authors to discover who their readers are. Blogged goes beyond being a traditional blog directory. They focus on providing tools for bloggers and readers alike.

[Zemanta](#)- Have your browser understand what you are blogging about and suggest pictures, links, articles and tags to make your posts more vibrant.

Zemanta gives you:

Pleasure: it's fun to see your words paired with great links and pix. **Content:** Pictures, Links, Articles and Tags. **Convenience:** no more trolling the web for content for your posts. **Traffic:** links to recent blog posts frequently result in return traffic

[Twiigs](#)- The premier site for online polls. Twiigs offers a comprehensive online polling experience, allowing users to easily create polls, vote on ones created by other users, share them on their own website or blog.

[Bloggrz](#)- A HUGE organized network for those with Blogs and those looking for Blogs. You can search by your preferences for content, advertise your Blog, talk to Bloggers, post your Blog, and much more!

Stephen Jones operates GROWTH STRATEGIES and provides "Hands On" Sales & Marketing Consulting with a GUARANTEE for small business owners.

For questions, or a free NEEDS ANALYSIS - call directly to 770.601.0949 / 800.261.5034 or via e- mail at SJones@GrowthStrategies.us

Please visit us on the Web at www.GrowthStrategies.us for assistance with your business.

In this approach, you have no marketing plan. You leap at promotional opportunities in the hopes of getting the desired results. Step back for a moment and plan.

Set objectives, identify the audiences you want to reach, decide on a budget, and determine strategies and tactics. Following a charted course of action is much easier on your time and your wallet.

Not Tracking Results

You need to know where you get the most bang for your buck so that you can reinvest in efforts that work.

Activities as simple as asking customers where they heard about you or how satisfied they are with your product or service will go a long way toward generating new and keeping existing customers.

Making It Easy for People Not to Remember You

When you think about a soft drink or automobile, what comes to mind first? Typically, it's the name of your preferred brand. That's because the company did a good



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Feel free to Forward this on to 5 of your **Clients, Partners, Prospects or Networking Contacts** if you find it to be helpful.

They'll thank you for thinking so highly of them!

Sincerely,

Stephen H. Jones
GROWTH STRATEGIES



job of stamping its brand into your mind.

You're no different. Whatever business you're in, your goal is get people to think of you first.

Letting Marketing Go When Cash Flow Slows

Marketing activities often go on the chopping block first when times get tight. Not a good idea. These activities are ones that help you bring in business. Rather than cease and desist in the marketing area, make adjustments.

You might be surprised at what you can accomplish even on a "shoestring" budget.



Did You Know...?

On average, only 3% of your market is looking to buy your product or service.

The remaining 97% are OPEN TO IT, NOT THINKING about it, or they DON'T THINK they're interested.

Ask about our [Executive Briefing](#) sales tool - which is **GUARANTEED** to get you *dramatically* more appointments, and *dramatically* more closed sales!

E-mail us **TODAY** at Info@GrowthStrategies.us or call 770.601.0949 / 800.261.5034 to schedule a Discovery Session for your sales needs.

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