

puretalentreview

Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

Secrets Revealed:

What Successful Entrepreneurs Know and Do



Why do some entrepreneurs experience great success while others constantly struggle for mediocre profits?

Entrepreneurs practice many different techniques to reach their success. Following are some of the proven and effective practices that will lead you to success.

- 1. Have a Vision and a Plan.** For everything you do from naming your business to entering a new market, devise a strategic plan that will direct you toward your vision for the future of your business.
- 2. Expect and Accept Change.** Be prepared for change. It's inevitable. When a market dies, a client leaves or technology changes everything, be ready to adjust.
- 3. Protect your Reputation.** Your image, credibility, and reputation are your most important assets. Before you can sell anything, you must first establish trust with your prospects. Make sure your reputation stays favorable by projecting the right image, maintaining professionalism, and providing quality customer service.
- 4. Put Your Customers First.** Taking great care of your current customers will yield you valuable long-term relationships and new customers through word-of-mouth referrals. Keep your customers happy. You can't reach success without them.
- 5. Maintain High Standards.** A dedication to quality products and services

and maintaining quality relationships with clients, partners, and vendors will make a significant difference in your quest for success.

- 6. Communicate Effectively.** Being a great listener is the first step in being a great communicator. Learning to really listen patiently to your clients will aid you in understanding their needs and desires. Then learn to speak clearly with knowledge, authority, and assurance.
- 7. Watch the Money.** Stay aware of your cash flow and your spending. Use regular billing cycles, set payment terms, and keep guard over your accounts receivables to ensure a steady flow of income. Spend wisely on items that will benefit your business and always be aware of your big financial picture.
- 8. Promote Constantly.** Use every opportunity you have to reach potential customers. Devise a plan for continuous marketing activities and it will help to minimize any down times you might experience.
- 9. Keep Learning.** The more you know the better. Remain an entrepreneur in training and always seek knowledge on your industry, your market, and your skills.
- 10. Make the Right Friends.** In addition to the best lawyers and accountants you can afford, networking with other business owners and industry experts will help you build success and beneficial relationships.

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GRAPHIC DESIGN

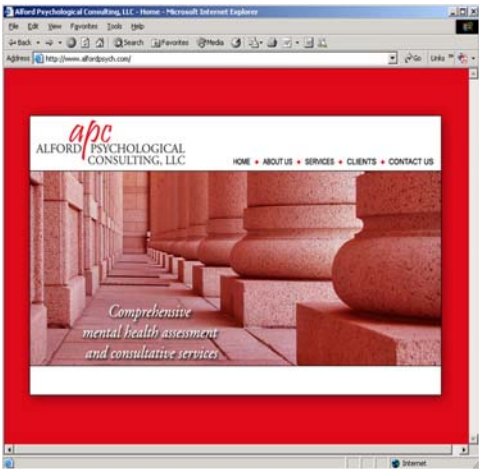
BUSINESS IMAGE SPECIALIST

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Recent Pure Talent Projects

Project: Alford Psychological Consulting Business Essentials



www.alfordpsych.com

Situation: Dr. Nicole Alford is a clinical forensic psychologist licensed to practice in the District of Columbia and the State of Maryland. She established her own practice, Alford Psychological Consulting, LLC, seven years ago and provides comprehensive mental health assessment and consultative services to individuals and families, federal, state and local agencies, and the court systems. Dr. Alford just recently formalized her company into an LLC and is working to establish a professional image for her practice and to actively market her services.

Solution: Pure Talent designed a logo, business stationery, and a web site intended to uphold Dr. Alford's professional image and instill confidence in her capabilities and services. Using the acronym from her company name and the color red, Pure Talent created a memorable mark that represents the doctor's outgoing personality, the serious nature of her business, and her level of professionalism. This distinctive logo will work to establish her

identity, build recognition over time, and act as the consistent element in Dr. Alford's complete marketing efforts. Pure Talent applied the new logo to a business card, letter-head and envelope layout (see page 3), and a web site to provide consistency in Dr. Alford's brand identity. The web site represents the desired professional image while it presents information on Dr. Alford's qualifications and services in a structured and functional layout.

Project: NetBiz Connection Business Essentials

Situation: Karyn Collins, a training specialist, founded a new membership networking organization designed to bring together entrepreneurs and experts to share knowledge and ideas and support business growth through networking opportunities, training, resources, sponsorships, and partnerships. Formed just this year, NetBiz Connection holds bi-monthly networking events to recruit members, offer training and advice, and foster the development of successful business relationships. The organization is working to establish awareness and increase membership enrollment. Members of NetBiz Connection benefit from the relationships they build, marketing opportunities, and discounts on business resources.

Solution: To reflect the concept of members joining efforts and sharing ideas and knowledge, Pure Talent created a graphic logo to represent people working together and offering help to each other. This unique symbol along with the company's name will help to establish a recognizable identity for NetBiz Connection and promote the concept of networking. Pure Talent incorporated the logo into layouts for the company's business cards and stationery (see page 3) along with a membership card and the company's web site. The web site was designed to provide members and potential members with news and information on the organization and its scheduled events.



www.netbizconnection.org

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What's Your Letterhead Really Saying About You?

How you look on paper can be just as important as the appearance you make in person.

In many of your business relationships, your first contact will be made by written letter. When a person sees a letter written on your letterhead, they naturally form an opinion of you and your business. This opinion can lead to a permanent impression.

Your business stationery relates your business identity long before the written words are read.

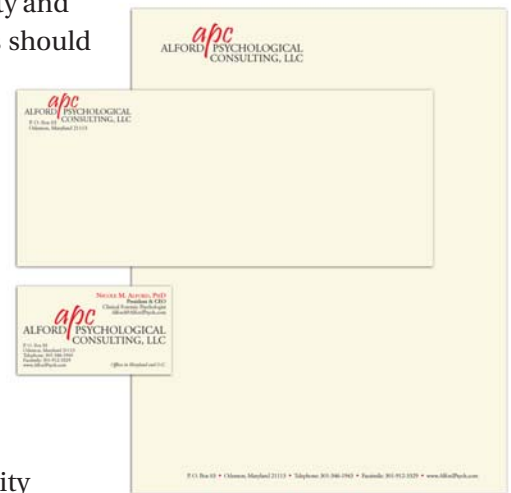
So what's your letterhead really saying? Are you a professional or an amateur, boring or exciting, innovative or out of date, first class or second rate?

As an important element of your overall business identity, your stationery should reflect your desired image and support your overall brand identity. The

identity you're trying to convey should be quality, style and professionalism to instill confidence in you and your business. No matter how large or small your business is, it should appear experienced and successful on paper.

When communicating in writing with prospects, clients, suppliers, investors and business allies, you have to make the right impression to strengthen your business identity and build credibility. These qualities should be related in your letterhead and envelopes.

Professionally designed and printed stationery is essential in getting a positive reaction with your written correspondence.



Networking for Success: Building Beneficial Business Relationships

The art of networking has become a necessary skill for today's entrepreneurs. Smart business owners understand that making the right connections with other business owners and industry experts can be very beneficial to their own success.

Networking goes way beyond exchanging business cards. It involves making powerful connections with the people you meet and building long-term, mutually beneficial relationships with them.

Don't attend a networking event with the intention of immediately selling your product or service.



Instead, plan to make a few quality contacts. Offer information or advice to others in exchange for the same. Ask questions that will get your contacts talking about their business and be prepared to respond to questions about yours. Your contacts will value your genuine interest and will give you the same respect.

Once you make a powerful connection, follow up with a telephone call and a one-on-one meeting to develop a relationship. These relationships will benefit you through referrals and sales in the future.

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Profiting from Quality Customer Service

Can you continue making a profit without satisfied customers? No. And you can't have satisfied customers without providing quality customer service.

Great customer service is as simple as showing respect for those who buy your products and services. This respect can easily work to ensure their loyalty to your company and their confidence in you.

Studies show that it takes nine times the effort to attract a new customer than it does to keep a current customer. And the number one reason why a customer ends a business relationship is over their perception of being mistreated.

So how do you keep your customers happy? That's easy. Treat them just like you'd want to be treated.

Communication and commitment are the keys to providing quality customer service. As a business owner, you should be both proactive and reactive to your customers' needs. Communicate with them

on a regular basis to stay aware of their needs and concerns and to keep them informed. Respond as soon as possible to their telephone calls and emails. Listen to their comments and their complaints. If a customer is unhappy for any reason, respond immediately and appropriately to win them back.

It's the little things that will make the biggest impression on your clients. Don't leave them on hold too long, show up on time for meetings, keep promises made to them, deliver on time, go the extra mile to impress them, work to exceed their expectations, and thank them for their business. And, if you want to know how your customers feel about you, your products, or services, ask them. They'll let you know what you're doing right or wrong.

By making customer service a priority it will become second nature and a good habit that will pay off. Happy customers are profitable. You gain their loyalty, their sales, and their referrals.

Make sure you're a pleasure to work with and your customers will gladly give you their business.



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