

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

What's in a Name?

Things to Consider When Naming Your Business, Product or Service

Selecting the right name for your business, product or service is critical. The wrong name can have a negative effect on your business success. But the right name will successfully communicate the essence of your business and make it stick easily in the minds of your customers and prospects.

When selecting that important name, there are several things you should consider.

Develop a business name that will appeal to your target audience, relate to a feature or benefit, and avoid any negative connotations. The name should evoke the appropriate responses and emotions and be associated with the right concepts and images.

The most successful business names are memorable, easy to pronounce, and adaptable to future business, services and products. Names that are hard to remember, spell or pronounce will require more promotion and advertising to make them household words. Names like Dunkin Donuts, although easy to remember and pronounce, can limit your future growth or make it hard for you to enter new markets.

Short names are much easier to remember and are often more effective than long names. However, if you are considering a long name for your business, product or service, be sure to think about all the possible nicknames and abbreviations that could develop over time by consumers or your competition. Avoid names that may lead to unappealing nicknames.

Simple names like Jones Plumbing or Sandy's Salon are easy to develop but much harder to distinguish in a competitive market. They may also be hard to trademark if too similar to other names. Also, these types of names may be more successful locally than on a national or international level.

Names derived from a combination of common words from the dictionary, mythology, slang, or the Bible, can be easy to remember since each word evokes meaning. And, a unique combination of words like, WordPerfect or Dollar General, will be easy to trademark.

Making up words for a business or product name can also be very successful. Fabricated names, like Google, Verizon, and Lexus, are unique, memorable and easier to trademark.

Clever names that rhyme or repeat consonants, like Ronald McDonald or Coca-Cola, are also easy to remember in addition to being pleasing to the ears and fun to say.

Once you have a short list of possible names, make sure they are available for your use before investing in logos and marketing materials. Research the Internet and US Patent and Trademark database for similar names. Eliminate those from your list that will be hard or impossible to register or trademark as your own.

Remember, naming your business, product or service is an extremely important process. You should dedicate as much time to this process as you put into developing your business plan.



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Recent Pure Talent Projects

Project: Richard Elliott Enterprises' Web Site



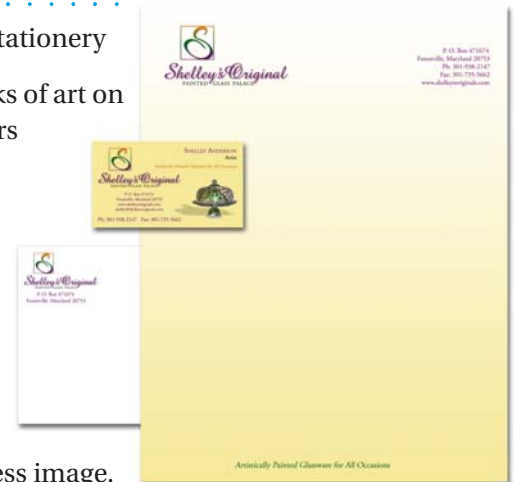
Situation: Richard Elliott is a successful entrepreneur that owns and operates several businesses that focus on high quality graphics and reproduction. He needed a web site for his umbrella company, Richard Elliott Enterprises, LLC, to highlight the services he provides for copying and printing and to act as a starting point for his other businesses.

Solution: Pure Talent created a web site (www.richardelliottenterprises.com) that demonstrates the company's commitment to quality products and services. Using vivid color photography and easy-to-navigate, uniform pages, the site is designed to support the company's professional brand image. The finished site provides information on Richard Elliott Enterprises and links to their subsidiary companies.

Project: Shelley's Original Painted Glass Palace Stationery

Situation: Shelley Anderson creates original works of art on everything from glass cake plates to candle holders providing her customers with beautiful, one-of-a-kind glassware gifts. To take her creative business to the next level, Shelley wanted to establish a professional business image.

Solution: Pure Talent designed a signature logo for Shelley's Originals based on the way she signs her art and applied it to her business card, letterhead and envelope. The colorful designs represent Shelley's talent and professional business image.



Project: Key Sources' FDI Representative Web Site

Situation: Patricia Broughton owns Key Sources, a business designed to help individuals succeed in their careers and in business. In a recent endeavor, Patricia became a representative for Financial Destination, Inc., a membership organization that exists to help individuals achieve wealth and financial freedom. As a representative, Patricia works to inform others of the benefits of FDI and recruit members for the organization. Having a web site where members and potential members are directed for more information and inspiration would help Patricia lead others towards financial success.

Solution: Pure Talent used bright colors and graphics to design a web site (www.fdirepsite.net) that would excite members and prospects about the benefits of FDI and demonstrate their potential for wealth and financial freedom. The site is designed to support the professional image Patricia needs to establish credibility and motivate others.



Is a Web Site Worth Having?

Still think you don't need a web site for your small business?

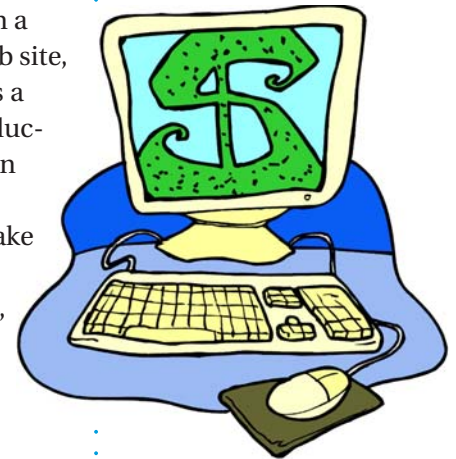
Statistics show that the World Wide Web is growing at a rate of over 2000 percent per year making it the fastest growing means of communication in existence. Consumers expect businesses to have a web site and a growing majority of them rely on the Internet to find the products and services they purchase or will check out a company's web site before making contact or a purchase decision. If you don't have a web site, you are losing business.

A well-designed web site can become the most effective aspect of your marketing efforts. It can help build your brand image, increase your visibility, establish credibility and promote your products and services. Having a professionally designed web site puts you in the same playing field as the big corporations so you can compete on their level.

A web site can present your products

and services to a broader audience on a very small budget. With a working web site, your business is operational 24 hours a day and seven days a week. Your productivity improves with a web site that can easily work without you to provide information, answer questions, and take orders. You can save money by decreasing the costs of mailing, printing, and processing transactions. And unlike printed materials, a web site can be easily updated without design and printing expenses.

Because owning and operating a web site is very inexpensive, it can be your most cost effective way to distribute your company and product information to a broad audience. The initial cost of creating and publishing a web site is only a small investment when you compare it to the value and potential for a great return on your investment.



Marketing Must-Haves

The Essential Marketing Materials Every Business Should Have

What do you need to effectively market your small business?

1. A business logo – to establish a business identity, build brand recognition, show stability, and compete more successfully.
2. A business card – to distribute contact information to everyone you meet.
3. Business stationery – to reflect your image, build credibility and communicate effectively with prospects, clients, vendors and others.
4. Brochure, catalog, fact sheets, etc. – to highlight the benefits of your products or services and provide prospects with additional information.
5. Credibility – to instill confidence and assure prospects that you are worthy of their business.
6. An effective marketing message – for use in all your marketing communications to clearly state the benefits of your business, product or service to your target audience.
7. A tagline or slogan – to distinguish you from your competition and relay benefits.
8. A 30-second verbal spiel – to deliver the perfect response to the question, "What do you do?"
9. A web site – to promote your business 24/7 and provide customers and prospects with valuable information.
10. Exceptional customer service – to keep customers loyal, get referrals, and increase sales.

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Does your Web Site Measure Up?

Deciphering valuable web site statistics

Web site statistics are a great source of information that can help you determine the success of your web site and marketing efforts.

Stats can show you the number of visitors to your web site, which pages are most popular, peak traffic times, where visitors are coming from, which search engines visitors used to find you and which search words they use most.

If your site is hosted with GoDaddy.com, you can easily access your site's statistics by typing in www.yourdomainname.com/stats in a web browser. If you use a different host, contact them to for access to your statistics.

The "server requests" number may be impressive but it doesn't accurately represent the number of visitors your site receives. Instead, it represents every file requested by visitors. That means for each page in your site, the server requests would represent the page file and each graphic file associated with that page. So to better determine the number of visits to a specific page, you must divide the total server requests for a page by the number of files associated with that page.

The **General Summary Report** will give you a quick overview of all the statistics available on your site's traffic for a given period of time (usually a week). The yearly, quarterly, monthly, weekly, daily, and hourly reports breaks down the

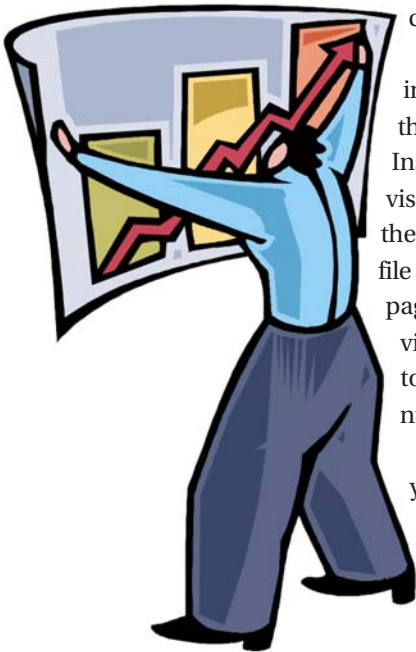
number of requests made by those periods and can show you when your site is most popular. If you run a successful advertising or email campaign, these numbers should increase during the period of your campaign.

The **Referring Site Report** identifies other web sites on the Internet that have links to your site. This report is most helpful for learning where your web site traffic is coming from. If you have listings on other web sites, this will help you determine the value of those listings. If your own home page is the most popular referring site, most of your visitors are coming directly to your site by typing in your domain name in a web browser.

The **Search Query Report** shows the phrases that your site's visitors have entered into search engines to find your site. The **Search Word Report** is a summary of specific words used by visitors in search engines to find your site. Both of these statistics are helpful in determining which keywords are working for your site and what your visitors are looking for specifically.

And the **Request Report** will show you the most popular web pages on your site and how frequently they are accessed.

Take advantage of the information provided in these site statistics to improve your site content, bring in more visitors, and evaluate your marketing efforts.



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