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**ACTSmart, American Computer Technologies Presents:**

# Monday's Marketing Minute

*Working smarter to get you noticed!*

February 23, 2009- Vol 1, Issue 4

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FaceBook Really Works!

MatthewsElectric.com

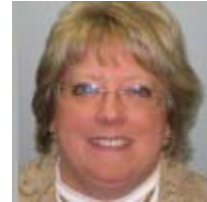
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Dear Pam,

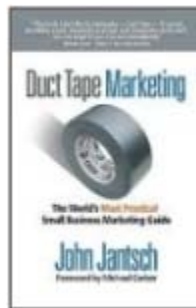
Marketing is on the mind every day of every successful business person - it's that important!



If this is your first time reading Monday's Marketing Minute, I'm sending a newsletter full of quick and easy tips to help you get the word out about your business. If you know someone who could benefit from this weekly idea-filled quick read, please forward this to them. No matter what business you're in, you are in the "marketing" business.

So, let's get business!

## Duct Tape Marketing by John Jantsch



I've mentioned this book briefly in a previous issue. David carries it back and forth to work every day so he has it available to read when he has a minute while waiting on hold or for reports to print. It's easy to read and broken up into small segments that are easy to digest.

Starting with identifying your ideal client, Jantsch takes you through marketing ideas with that client in mind and then how to get them to refer like clients to you. We've categorized our ideal clients and focus our marketing on getting them for several years. Rather than using a "shotgun" approach and trying to get anybody as a client, we've bought mailing lists of business with our preferred specifications. You need to get people to know, like and trust you before they will buy. Newsletters like this Constant Contact email help with that process. Clients and potential clients get to know you when your newsletter includes personal information and references.

**Win this book!** Send us your most successful marketing "secret" and we'll pick the best tip from our entries. We'll share your tip and send you a copy of Duct Tape Marketing.

I'll be passing gems from this book often. When you read it, let me know what suggestions work for you.

**Facebook Really Works!**



Debbie Matthews of MatthewsElectric.com called me on Friday because she wanted to link her FaceBook account to the radio testimonial ad she did for me last year. When I asked her why she said that she was getting business from FaceBook!

George and I go to seminars, take tele-seminars on the web, read reports, newsletters and other marketing pieces and social networking is often the subject of discussions. It's why we have blogs, although I don't know when we last updated them...

It's another piece of the marketing that we all need to do. Here's what Debbie said:

*"I JUST GOT TO LET YOU KNOW, JOINING FACEBOOK FOR THE COMPANY WAS A VERY EXCITING THING. MY HUSBAND LAUGHED AT ME AND SAID I WAS WASTING MY TIME.*

*WELL-WASTING MY TIME-EARNING A JOB WORTH \$8000.00-WHO'S LAUGHING AT WHO NOW!!*

*THERE ARE MANY PEOPLE OUT THERE ON FB AND IT REACHES MANY MORE PEOPLE WHEN YOU SHARE YOUR SITE!*

*SO LET'S DO AN AWESOME WRITE UP ABOUT THIS AND EARN MORE WORK FOR YOU AND ME!*

*GOTTA LOVE IT!!"*

I started a FaceBook account as well as Twitter this weekend. I'm going to follow Debbie's advice and keep them open on my desktop. I'll let you know how I do.

#### MatthewsElectric.com - Our Client of the Week



Debbie and Scott Matthews of [Matthews Electric](#) in Pembroke and Marshfield are constantly marketing their company. They recently won "Best of Boston" for electricians. Along with traditional marketing, they participate in local marketing venues such as the Marshfield Fair and Marshfield Chamber of Commerce's Octoberfest taking tables to let local people know about their services, especially their generators.

Debbie feels that you have to market even more during this economy if you are going to survive. (My thoughts exactly!) Those left standing will be the ones that went above and beyond the usual in these unusual times.

Next Monday I'll write about one of our two most successful marketing campaigns of late.

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell  
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