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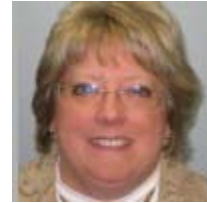
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Dear Pam,

What a full week! On Monday, I met with Scott Otis to talk about his weekly newsletter "Connections." You'll read all about this great local networking resource in an article below.



On Wednesday, I volunteered to head the marketing for the Marshfield Chamber's Oktoberfest to be held on October 3rd. As soon as we organize a little more, I'll give you all the details - you'll want to be involved, or at least come to this FUN event!

On Friday, David and I met with Joe Constantino to see how we could mutually benefit each other. More about that below...

I also added a "widget" to my ACTSmartWeb.com website so anyone can view my Twitter postings and well as a link to my Facebook profile and a sign up for this newsletter.

George has started posting color photo ads to *Craig's List* for a client and, if successful, will offer that as an additional service.

We are marketing and it's working - we got 3 new clients this week! Hope your week was as successful!

It only takes a minute to find a new marketing idea ~ Let's Get Business!

Networking for Fun & Profit



Scott Otis has been networking and working in sales his whole life! After working for other companies as a salesman for many years, Scott decided to go out on his own and after much research, decided to open a carpet cleaning business.

Shortly after the first of the year, Scott started writing Connections, an email newsletter for connecting "serial networkers". While most new businesses must advertise for business growth, Scott has grown his new business with his networking skills. Scott was a wonderful, fun interview, as you'll see:

Why did you start Connections?

I've always networked and people would ask me where the next networking event was so I needed a way to tell them. I believe that "Givers Gain" and that networking opens doors, so I thought it would be a great idea. I had thought about doing it for a long time and didn't want to read in a newsletter that someone beat me to it.

What's your favorite thing about networking?

I like meeting people. I find that networking has gotten me out of my comfort zone and opened up a lot of opportunities.

What's the one thing you don't like?

That you can't do it from home - yet. (Stay tuned, I'll update you on that in the future!)

What good advice can you give to potential networkers?

Have clear, written goals about what you want to get out of networking. I suggest that you plan to meet 3 - 6 people per networking event and to follow up after; most people don't follow up. I send them a card or an email after our meeting.

What would you like people to know about you?

I really like to help people with networking, advice and with meeting someone; making connections. I love to help people grow their business and, if they'd like their carpets cleaned along the way, that's a bonus!

Scott is currently the president of BNI "Canal Connections." You can find him networking at one of the events listed in his newsletter 2-3 times a week. Be sure to say "Hello."

[Sign Up For Scott's Newsletter "Connections."](#)

Success Coaching U

On Friday morning, David & I met with Joe Costantino, president of Business Marketing Success, LLC. We had met him at a seminar held jointly by the South Shore Ad Club and the South Shore Women's Business Network where he was the speaker.

Several weeks ago, I referred a client to Joe; he has the expertise to help this client make the next step in his marketing and coach him along as he starts a new business.

Here are Joe's **Core Principles of the Duct Tape Marketing System**, the universal, core principles used with every business owner:

Strategy before tactics

Determine a marketing strategy and build your marketing activities around delivering on the strategy.

Narrow market focus

Stop trying to be all things to a very large market. Concentrate your marketing efforts on a small, niche market and become the dominate player.

Differentiate or compete on price

Find and communicate a hook that allows your prospects to easily see how your firm is different from everyone else in the industry and price comparisons go out the door.

Marketing materials should educate

No one likes to be sold to. Create brochures, websites, and other forms of communications that allow your prospects to really experience your expertise.

Advertising is a 2-step process

Let your prospects get to know you through advertising that invites them in for a gift, free analysis, and useful information.

Embrace technology and the Internet

The Internet provides your small business with a powerful way to automatically find, connect, and serve your clients and prospects.

Live by a marketing calendar

The best way to move your marketing forward as you run your business is to create a calendar and schedule marketing activities every single day.

[Learn more about Joe's Success Coaching U at his website.](#) This may be just the step you need to your businesses success!

As "partners," we will be looking for other clients that he can help. In return, he will refer clients to us that we can help. It's the start of a wonderful relationship!

These gentlemen offer 2 different opportunities to continue your success.

David and I are currently listening to financial guru Garrett Gunderson's CDs about financial success and he makes a very good point: You are either interested or you are committed. If you are interested, you *think* about doing or changing something. If you are committed, you *do* or *change* something. Garrett says that it takes 51 days to change a habit; 21 days to change and an additional 30 days to make sure that it sticks. Where will you be on July 1st, 51 days from today?

Have a Happy, Healthy, PROSPEROUS week!

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