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## ACTSmart, American Computer Technologies Presents:

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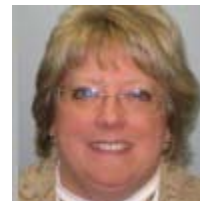
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Dear Pam,

We've lost 4 clients this month - the most that we have ever lost at one time. 2 have gone out of business, one has decided to move his business to a friend (we'll welcome him back if that doesn't work out) and the fourth is going with a program where they get their website at half price when they purchase their practice management software. It's hard to accept that you don't win them all and that you can't be everything to everybody.



Every Monday morning at 8:30 we have an office "Huddle" where we talk about how things are going, what we could have done better last week and what our goals are for this week. Today's meeting will be addressing these losses, our concerns and our plans that are moving us forward and making us an even better company to do business with.

We're still busy, still working on some big and exciting websites that we'll be finishing up over the next few weeks. We have others in the wings and we're marketing upgrades to our current clients so we know that we won't be without work. Still, we know that the only way that we are going to survive is with self-determination, hard work and the motivation to do a little more and a little better than our competitors and to help our clients prosper more, also.

Today, we're working diligently on implementing TigerPaw, the office management software that we bought in May. We've spent a lot of time entering each client's information and we have a lot more to add as we are taking the next step and putting it to work. We are not waiting for it to be perfect - nothing is ever perfect. As Nike says, "Just Do It!" and that's what we are doing.

It's the same for marketing. Even if you don't have EVERYTHING ready. You've been meaning to revamp your website, you haven't gotten around to creating a newsletter, you want to start social networking but haven't had a chance - pick one thing and Just Do It!

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

**Getting Business Everywhere**



Joe Costantino is one of my "Specialists" to whom I refer clients when they are ready to kick their marketing up a notch. His excellent take on what many refer to as their "Elevator Pitch" has made us change the way we present ourselves to "strangers" and potential new clients.

Once you read his article, you'll see why his method is so successful! Once you find your own "Talking Logo," you'll be looking for elevators, long lines and any other networking venues to help you get more business! People will ask and be anxious to hear about your business.

Joe Costantino is President of Business Marketing Success and the founder of Success Coaching U Marketing Programs.

Joe helps business owners grow their business by helping them implement a step-by-step marketing system into their businesses with proven marketing strategies. He delivers his marketing programs one-to-one or in group programs called Success Coaching U.

What really makes Joe's programs and approach different from that of other marketing firms is that Joe actually teaches you what you need to know to become a marketing person for your business so that you get more leads, clients, referrals, and revenue.

Joe can be contacted at 781-878-1731 or by e-mail: [joe@businessmarketingsuccess.com](mailto:joe@businessmarketingsuccess.com) or on the web at [www.businessmarketingsuccess.com](http://www.businessmarketingsuccess.com).

### **How To Network Like a Pro With a Talking Logo by Joe Costantino**



The ability to **network** is one of the most crucial skills any entrepreneur can have in order to meet the clients and contacts required to grow their business. With the challenging business environment we face today, networking has seen a resurgence that I have never witnessed before.

The purpose of this article is to help you become a better networker by developing a powerful answer to the single most common question you will face at any networking event.

The question you will hear over and over again at any networking event that you attend is, What do you do for a living? Another form of this question is the statement, "**So tell me about your business.**"

The answer to that question or statement is something that I call "**Your Talking Logo.**"

Like a traditional printed logo, a talking logo is a tool that allows you to quickly communicate verbally the single greatest benefit of doing business with your firm. A talking logo is a short statement that quickly and concisely communicates your firm's position and forces the listener to want to know more.

How do you create your talking logo? Remember it must be a short statement that leaves the listener wanting to know more. Remember potential clients want to know what's in it for them. Don't just tell them what your firm does - - tell them in a way that matters to them.

Your talking logo is created in two distinct parts. **Part 1 addresses your target market, and Part 2 zeroes in on a problem, frustration or want that your target market has.**

You will know you have a great talking logo when a person hears you deliver it and immediately says, "Really, how do you do that?"

So, let's try one ...

For a marketing coach a typical response to what do you do for a living might be, "I'm a marketing coach"

Now, here's a talking logo for the same marketing coach ...

"I help small business owners implement a step-by-step systematic approach to their marketing efforts."

Do you see the difference? The first response, "I'm a marketing coach" probably won't get you much reaction, because you haven't told the listener much of anything.

But the second approach, "I help small business owners implement a step-by-step systematic approach to their marketing efforts" invites further curiosity for the listener to want to know more.

Here's the formula you can use for your own business: **Action Verb**, (I help, I teach, I show) **target market**, (business owners, homeowners, teachers) **how to solve a problem or meet a need**.

**By understanding your positioning and your target market and then communicating it through your talking logo, you will be miles ahead of most of your competition and well on your way to generating more business and referrals from those you meet at networking events.**



Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted. Last week some of you who don't already have blogs called us to add a Blog to your website. That's GREAT! We look forward to reading your posts!

Last week, we recommended that you have a newsletter of some kind, either printed, emailed or both and that you send it at least quarterly if you are not able to send it monthly. If you need help getting started, give me a call. I can help you with design, article suggestions and in setting up a template in Publisher or Constant Contact to make it easier to produce consistently.

**Week 6: Develop Your "Talking Logo"** Use Joe's easy to follow advice to create an explanation of your business that makes people ask for more. It's so much better than having a canned "elevator speech" and so much more productive. And, be sure to call Joe for more advanced marketing strategies.

We're halfway through our "12 step program to marketing health." How have you been doing? Let me know! We'll feature you in our newsletter and get your business out to more people. Have a Happy, Healthy, PROSPEROUS week!

**MondaysMarketingMinute.com**



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