

INSPIRE

By



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The Ka-Ching Factor

It's the reason you open the company doors. It's the reason you put your feet on the cold floor in the morning. It's that magical sound you love to hear... ka-ching!

In such times as these, it's important to get back to marketing basics if you intend to keep hearing the ring of the register. But to differentiate yourself from your competition, it is important to remember the small details that make a big difference.

Product – The key word in this aspect of marketing is usefulness. Whether it is a staple or luxury item that you are taking to the market, be sure that your customer is well aware of the excellent features and benefits of your product offerings.

Price – It is not important to be the cheapest, but strategic pricing decisions are a must in order to maintain a competitive edge. Do not underestimate the role of effective pricing as part of your presentation.

Place – Make sure you are accessible to customers. Ask yourself: Is your building easy to find? Can customers quickly locate you online? If customers have access to you then they can purchase from you.

Promotion – Any entrepreneur who has experienced success in their industry knows that they must appropriately promote their



products and services. This does not mean that you have to spend large amounts of money but it does require a considerable amount of research to make sure that the dollars are going to the right place for a desirable return.

Product; price; place; promotion. Just keep these tips in mind and you will be no stranger to the ka-ching factor!

Our mission is to deliver, beyond the promise of praise or accolade, the most timely and all around support for small businesses and their professionals.

-Atlas Business Development & Support



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"Readers are leaders."
--Michael Port

Business Planning Documents – An Introduction

Proprietors, administrators and executives can take the time to plan for organizational needs by creating the technical documents that will secure organizational success. Leaders know that it is best to start with the business plan; but don't stop there! Using all of the resources available to create the most dynamic organization possible develops a strong foundation and nurtures a healthy future. Proper planning will allow a company to create and reach measurable goals while noting milestones along the way. Some of those all important documents are as follows:

Business Plan
Marketing Plan
Sales Plan
Exit Plan

Proper planning by company leaders starts with a business plan and moves forward from there. From the marketing plan to the exit plan, all planning documents are best put in place at the same time the business plan is developed. Such planning nurtures and secures organizational growth.

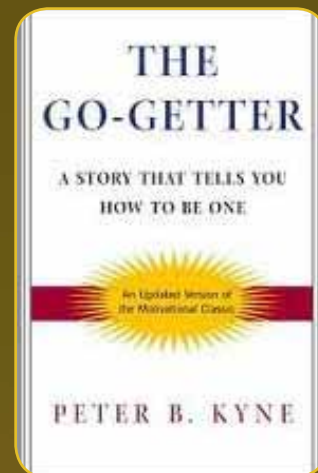


Important Observances

1/1	New Year's Day
2/12	Lincoln's Birthday
2/14	Valentine's Day
2/22	George Washington's Birthday
3/12	Employee Day
3/17	St. Patrick's Day
3/31	Cesar Chavez Day

Coffee Break Business Networking Event - FREE

Reading Next...
The Go Getter
by Peter B. Kyne



Come join us every
Saturday @ 10am
IHOP @ Union Landing
32010 Dyer Street
Union City, CA 94587
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Ask Atlas

Q: Do I really need a business plan or is it just for companies seeking investors?

A: A business plan is a must for any business. It is the road map that shows you how close you are to achieving your entrepreneurial goals. So even if it is never seen by anyone other than the owner, every company needs a business plan if it is to be successful.

When to Call a Consultant:

A consultant should be brought in when you need to have a comprehensive plan and a second pair of eyes for insight from an objective third party. Such a plan typically is one that seeks to peak the interest of investors, venture capitalists et cetera.

Featured Supporting Product/Special:

25% off any Business Plan or Marketing Plan now through April 2011

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