



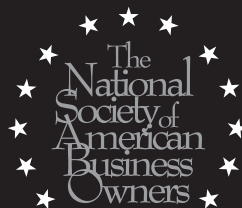
**+HE\_S+UDiO**

presents:



The National Society of  
American Business Owners'

# MARKETING WORKBOOK



In God We Trust

Excerpts from a book on  
"American Business Ownership Development™"  
by: Stanley El  
Designed and Published by: **+HE\_S+UDiO**

# GUAR ANTEED SUCCESS

Written by:

## Stanley El

National Society of American Business Owners

Excerpts from his book on "American Business Ownership Development™"



In God We Trust

**F**or guaranteed success, you must create the best possible conditions for that success. This means having a clear vision for what you want to accomplish. Search deeply within yourself to determine what the motive is behind your desires for success. Make sure that your motives are genuine and sincere. Establish goals that will bring your vision into being. Check your goals to see how they will affect others. Be sure that they are compelling enough to command your attention and energy over a long period of time.

For guaranteed success, you must have a dream that compels you to perform the extraordinary. You must make a commitment to excellence. Your fullest attention and energies must be directed toward whatever you are aiming to accomplish. You must stay positive and have the attitude that anything is possible so long as it is constructive.

Expectation is a great thing too. Expect to succeed, but be honest with yourself. If you're putting out more than it takes to succeed, you will succeed. If you're working with individuals who are always striving to give their all, you can expect to succeed.

Work with the best tools and resources available.

## **BE EFFICIENT.**

An executive from United Technologies says, "Even the most extraordinary cannot be achieved without working together." Just working together is not enough for guaranteed success. Individuals must work together harmoniously. They must share the same vision and commitment to the success of the group or organization. They must be motivated by a single purpose and operate as though they are one mind - one consciousness.

For guaranteed success, you need extraordinary leadership. Leadership today, seems to mean different things to different people. For guaranteed success, it means that leaders possess qualities that others aspire to. Such leaders are motivators and strategists. They know how to empower others. They are effective in getting things done, even if it means working alone. Effective leaders know how to leverage resources. They use their sphere of influence to build a powerful support network. They guarantee success by becoming the example to others.

# So many people start new ventures with half hearted goals ...and then lose interest.



Persistence is another element of guaranteed success. Failure is impossible. People who may have accepted failure in one area end up redirecting their energies to some other goal. It may be after recovering from losses, embarrassment or emotional distress, but eventually the individual will be back.

Understand that our nature is progress and we are compelled to move forward. Regardless, of how many times we might think we've failed, it is impossible to give up. Every day we wake up with the desire to live a better life than the day before. Progress is inevitable. Even if you could give up totally, someone - somewhere will pick up where you left off. Progress will continue, but guaranteed success must be created by consciously applying proven laws of success.

# BRANDING

## a marketing tool

**B**randing seems to be a popular trend with businesses and organizations these days. Branding is a marketing strategy that treats a business, organization, project, program or location like a product. Branding addresses such issues as market perception – how a product is viewed in the marketplace; identity – how a product is recognized; and market position – how dominant a product is in the mind of consumers.

Branding comes from product marketing. Its traditional use is to market a brand name product. Today, branding is used to bring higher visibility to locations and organizations. New Jersey, Pennsylvania, New York and other states have used branding to gain greater visibility and to generate greater awareness among the public. Branding is packaging or presenting a subject in a way that makes it easy to merchandise and promote its value. Product manufacturers have been doing this for decades.

My experience with branding goes back about 30 years. It began with promoting entertainment and my experience was refined while working in product development with a national giftware manufacturer. I continued working with national companies creating new product lines and marketing campaigns. Merchandising and promoting companies and their services as proprietary products became my specialty.

Branding a company, location or group means more than just greater visibility. Branding can also be used to create a profit center. For example, a name with a well-developed design and slogan can be used to create a popular product line or merchandise. Sports teams, companies and universities have been doing this for years. T-shirts, tote bags, mugs, writing pads, and pens are just a few of the items sold every day through effective branding of a name.

Car-Tel Communications in Cherry Hill, New Jersey has been very successful in using branding to position itself as the authority in wireless communications. Car-Tel Communications is a regional company that uses trade shows as the way to reach new customers. They also use trade shows to distribute company merchandise and increase awareness. They give away Frisbees, mugs, shirts, caps and even free cell phones – all with their name on them – to gain added exposure.

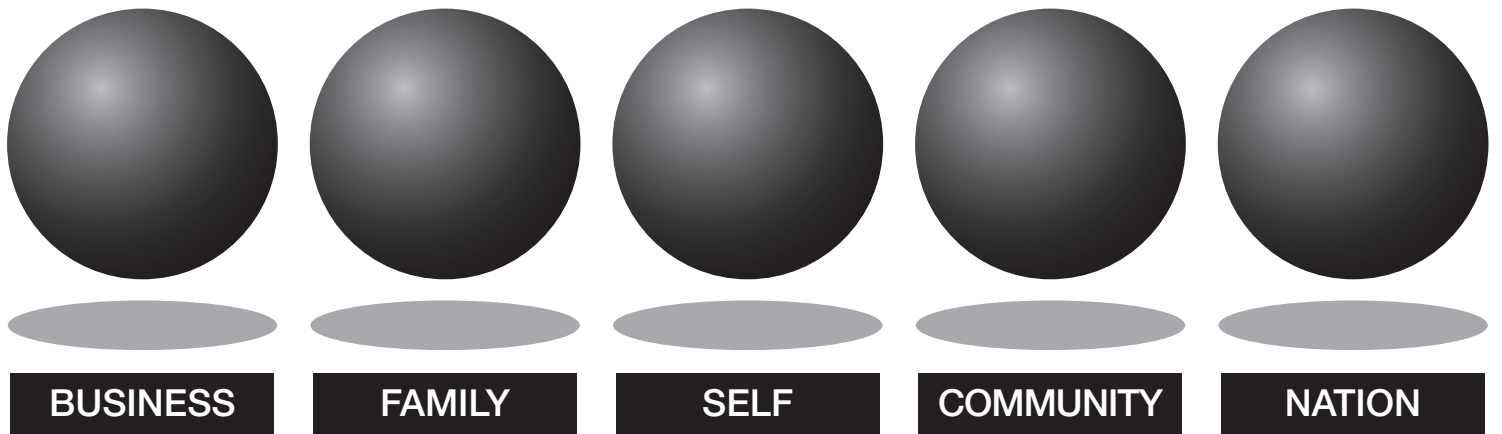
“Competing with big companies is much more effective locally by using branding. We are continuing to create a stronger presence in the marketplace,

especially when it comes to service and value. Branding ties our name to our service,” says Craig Corelli, president of Car-Tel Communications. “When we do events everything ties together. We all dress the same. Our displays match our outfits and our give-a-ways help to communicate who we are,” Corelli continues.

Branding can be very effective for any business or organization. A well-designed logo, catchy slogan, an attractive color scheme and effective packaging of services and information are a few of the qualities of branding. An effective marketing communications plan is another. Once the creative work is done, communications and distribution become the main tasks. This means getting the name and merchandise in front of the public.



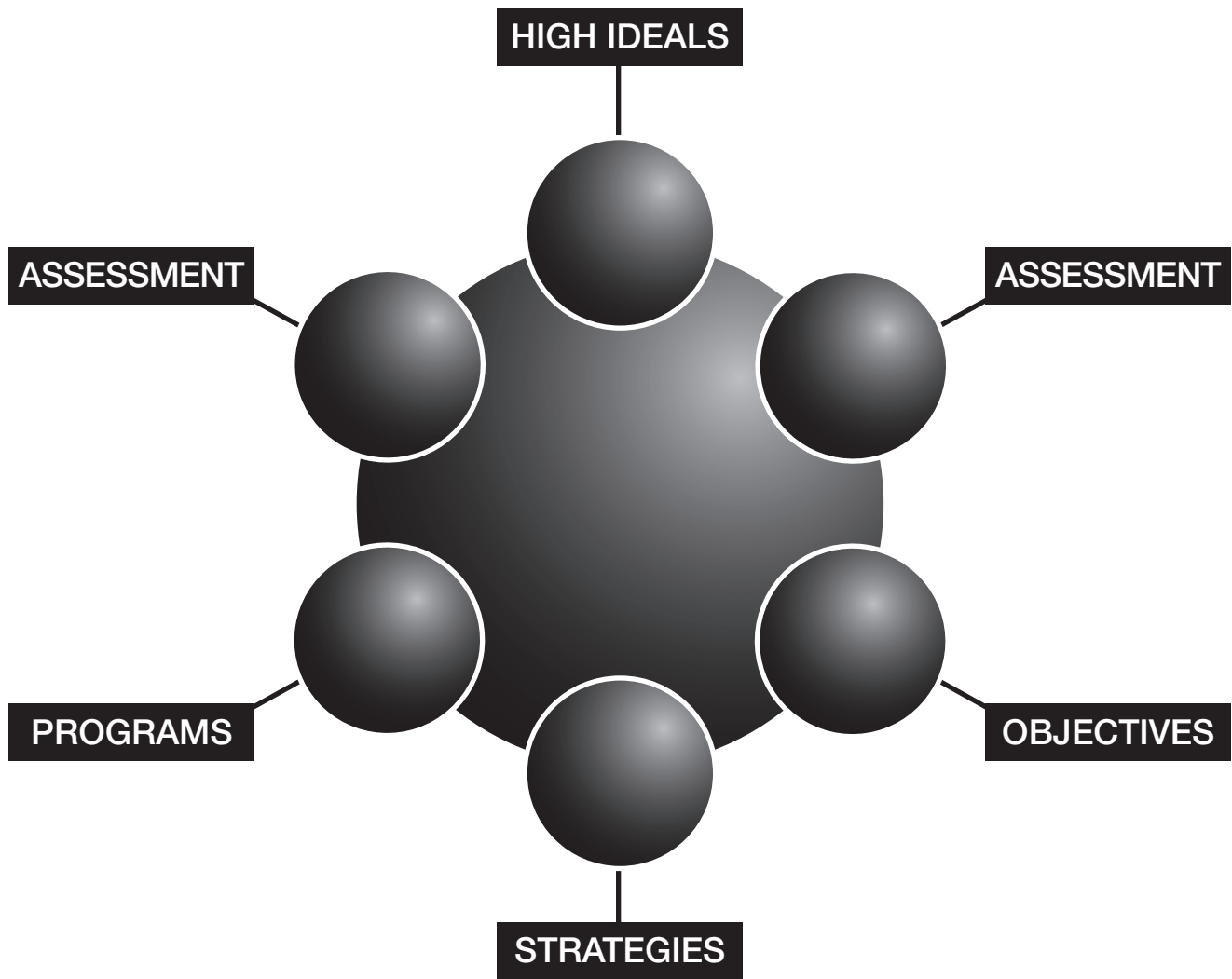
# THE FIVE SPHERES OF LEADERSHIP and INFLUENCE



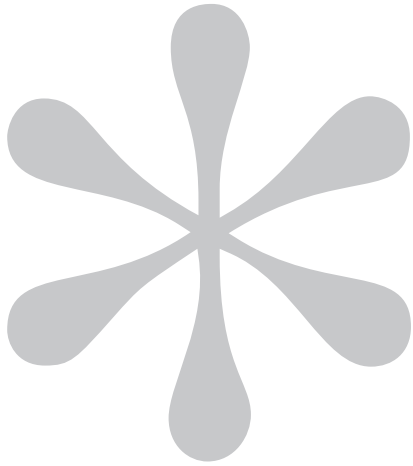
Every Business Owner is a

**LEADER** & has  
tremendous influence,  
regardless of a company's size.

# THE VICTORY CHART



Victory is where everybody wins. The higher the aim, the greater the rewards.



# HIGH

# IDEALS



↑ standards ↑

**H**aving high ideals and standards is very important to building a business. There is absolutely no way a business can survive without improving all areas of its operation at some time or another. This is very evident when you consider competition, especially when it comes from a large company.

There are two vital points in further proving the importance of constantly raising a business' standards: If you have an existing business, customer loyalty and the company's reputation are its life. Lose one of these, and chances are you'll lose the other. Having high ideals and standards helps to keep a company ahead of itself. It means constantly improving upon your best qualities and eliminating your weaknesses.

Customers know when they have a good thing. They feel like they're in touch with what's going on in a company they like, but that's not by chance. If for any reason you don't improve upon your business over a certain period of time, the lack of business will let you know what your customers think.

The only sure way to keep customers loyal is to prove to them your business is the best investment they have ever made. Like any good investment, that means the value must keep increasing.

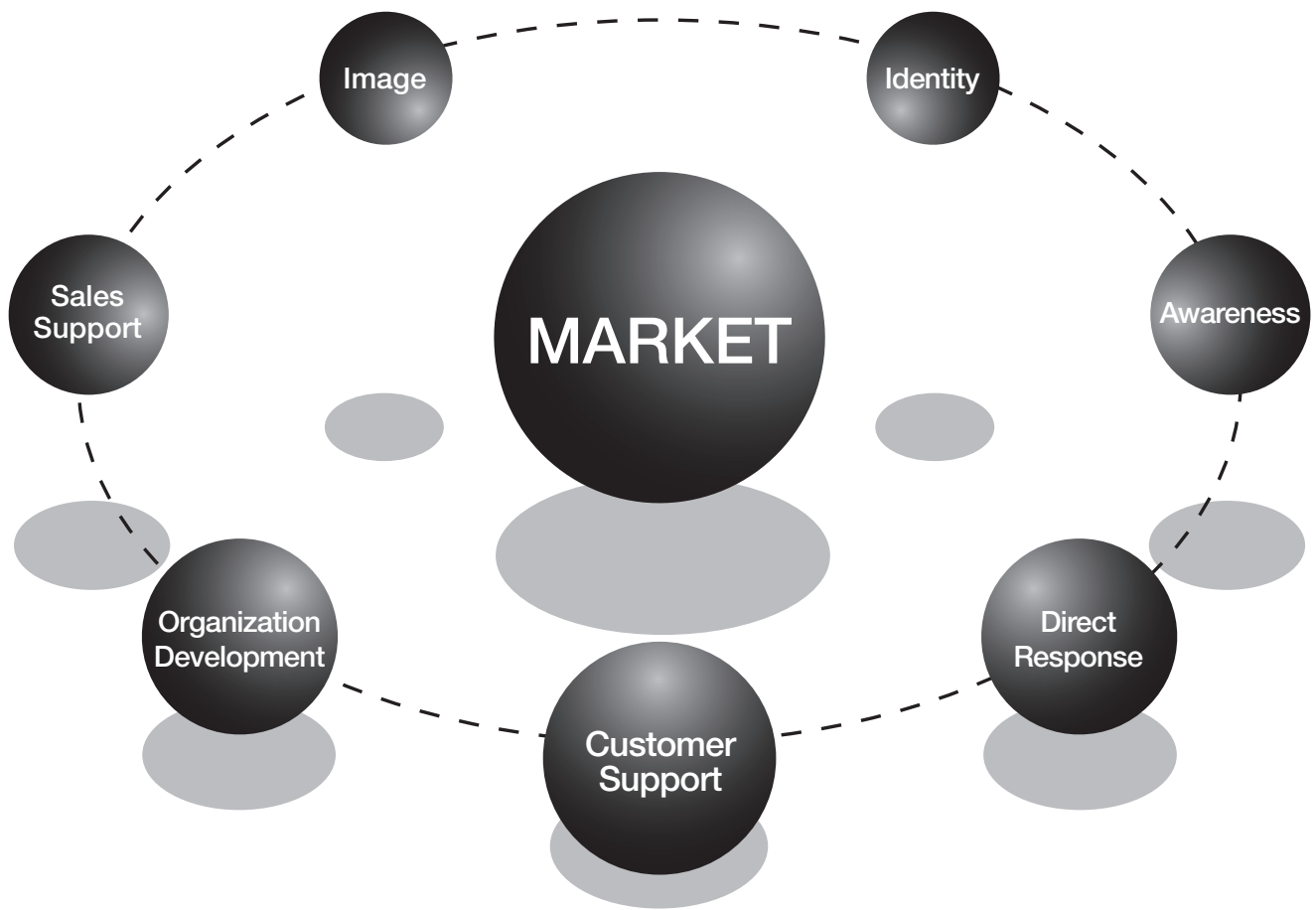
High value is certain when a company has its sights on perfecting every quality that is valued by its customers. High value is even more certain when employees and suppliers experience commitments to the perfection of qualities they value. It is a guarantee that every effort you make to improve your business' service has lasting benefits.

Besides aiming toward Perfection, a company has to be somewhat daring. A business owner has to be willing to explore, find the ultimate business purpose, and then pursue it with vigor. If you know in your heart what you're trying to do is the best, you have just cause to go after it.

There may be some barriers to overcome, but I would think your greatest barriers will be doubt and fear. You see, the old habits or ways of thinking and doing business have a way of discouraging us. People tend to get comfortable with old habits, even if they bring unfavorable results. Fortunately, we have an ability to overcome most disasters and get ourselves back on the right track.

Don't let old habits fool you. You already know what you do well, and it only makes sense to improve it to the point of Perfection. If your best works for you, how much better could you do? This is what high ideals are all about. Dare to perform beyond your ordinary best. Things can always be better—start at the highest possible point and work your way (up!) from there.

# THE **7** SEEDS OF BUSINESS SUCCESS



These factors can

# MAKE OR BREAK

regardless of funding or experience,  
if ignored long enough.

disclaimer:

These are glossary terms with

# EXAMPLE

products and actions to go with each.

# EVERY COMPANY IS DIFFERENT

and should have their own unique, creative ways of planting these 7 Seeds of Business Success.

## THE SEEDS

## POSSIBLE PRODUCTS THAT RELATE TO THE SEED

### IMAGE:

Creating positive emotional experience.

It's all about the feelings conveyed through anything that is attached or connected with your company.

- Logo
- Presentation of workers
- Business Papers
- Work Trucks
- Uniforms
- Brochures and Literature
- Labels on product and boxes
- etc.

### IDENTITY:

The placement in the industry. What makes your company special. What does your company want to be known as?

- Refer to products in all of the other seeds.

### AWARENESS:

Educating the public, clients, customers, potential clients & potential customers on your products and services.

Communicating with them and giving them the information needed to understand the necessity of your products and services.

- Brochure
- Calls
- Follow-ups
- Emailers
- Referrals
- Systematic Campaigns

### DIRECT RESPONSE:

Your company's prompt, efficient and effective response to questions and situations.

- Mailers
- Order Forms
- Evaluation Cards

### CUSTOMER SUPPORT:

Proactive education and relationship building with your clients and customers (potential and existing).

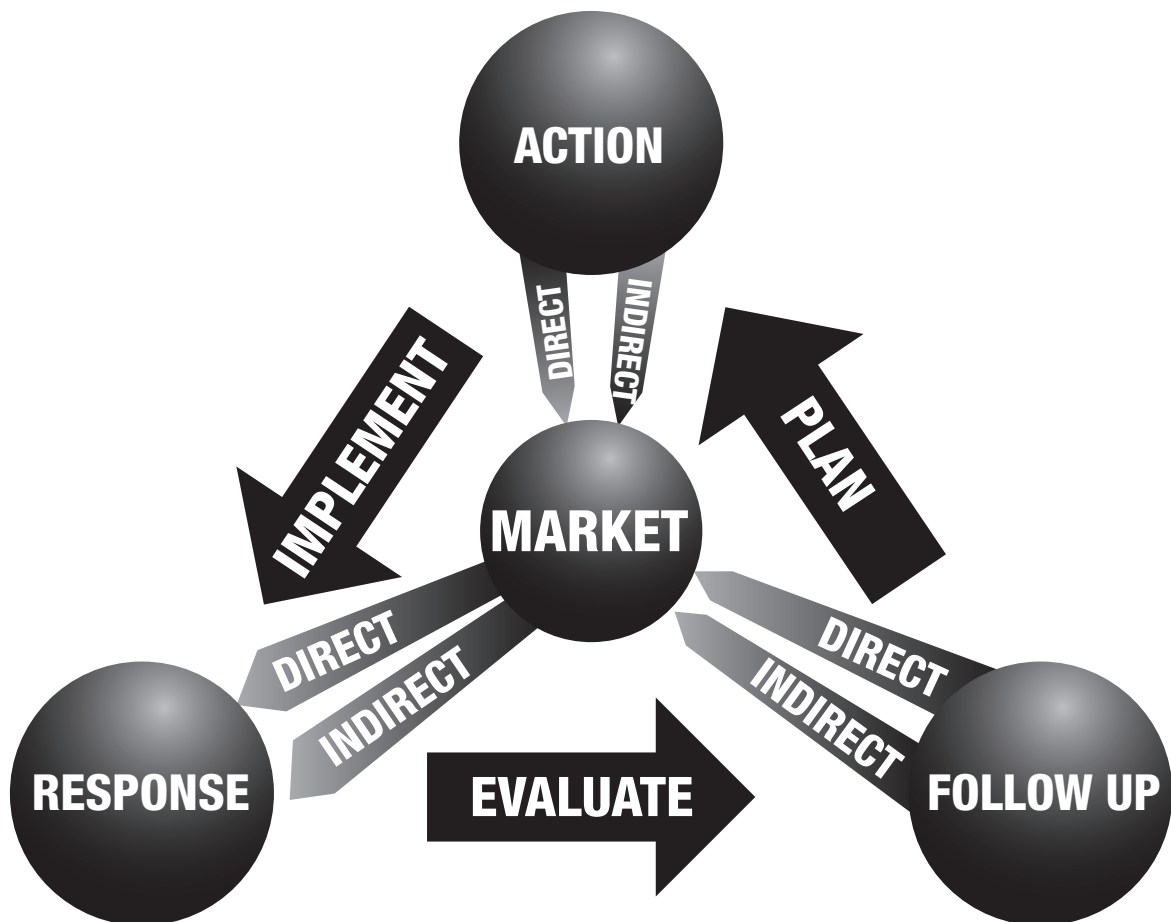
- Sales Team
- Field Workers
- Installers
- Face to Face
- In office responses to jobs
- Updates on jobs
- Continued Relationships

### ORGANIZATION DEVELOPMENT:

This is about advancing skills, systems and inventions. Research and developing your company and the industry is a crucial part of your ever-growing business.

- Color Coded Image
- Technology
- Systems within the office

# The TOTALLY INTEGRATED PROGRAMS AND PROCESSES



The Universe operates as a system.

It has the ability to expand or contract,  
accordingly and still maintain it's integrity.

The same goes for businesses.

# IMAGE:

## A Business' Most Valuable Hidden Asset

**T**here's a big secret about marketing that almost all small businesses know, but fail to realize its importance. It is often the difference between success and failure. And most often the difference is whether marketing is viewed as an expense or an investment.

That secret is "image." Your company's or organization's image is your most valuable hidden asset. Whether you know it or not, your company does have an image. It could be helping or hurting your business, depending on how well it is received. ▶▶

What's the big secret about image and marketing? Well, most business owners know that their image is important, but few view their image as an asset. Frankly, it is your most valuable hidden asset and it should be viewed as real and tangible as the product or service you sell.

Why is your image an asset? Sure, you make sure your literature, signs, and package look great, but you must understand that is the obvious part of your image. Even to go as far as to make sure your people look decent and represent your company well is the obvious. What is not so obvious is what all this

means. If you like your company to have a certain look, make sure it's an image that supports your efforts to build business. Sometimes what you think is a great image for your company means a lot less to your customers or potential customers.

You must understand what image is and how it helps to market your company's products and services. Image is the feeling people get from your company's advertising, people, packages, building, office space, etc. Image is what is felt any time people come across anything involving your company. The critical image — maker or breaker — is word-of-mouth. ▼▼

Despite all your efforts to make your company look its best, all it takes is one bad experience and your best efforts are jeopardized. But that doesn't have to mean the end. That's the great thing about image. Because it is formed really by emotion, a company can come back and almost instantly turn negative feelings into a positive experience. Just don't let that bad experience become a service habit.

As your number one marketing tool, it's very important to make sure your company can live up to its great image. I always say, "The image of success tells the story,

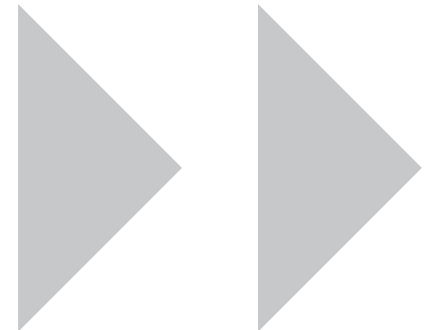
but acting the part fulfills the dream." Too many companies have tried to use the image to cover up poor service. They seem to think that people will excuse this poor service because of this great image. There is a saying, "You can fool some of the people some of the time, but you can't fool all the people all the time." There is and never will be a substitute for good service and true value. Don't get wrapped up in image games with your business. It is definitely important to have a good image and to keep improving it, although it must be from the inside-out and from the top down. A good service with clean, attractive literature and good

communications will have a great image. I say good communications only because so few businesses tell their story effectively — making it easy for people to understand the value of what they offer. In most of my experience, businesses aren't even telling the right story.

They create their literature from the competition's or somebody else's. Never truly considering all the very valuable qualities they have and the unique ways to tell their story.

The other great thing about image is that if you ever want to lose customers, start cheapening your literature. Or change your look too many times. I've found that many people really appreciate being associated with what appears to be a winner. You can start off with a very modest approach and continue to build it slowly. Your customers will feel like they helped you to grow. Potential customers will see your company as having that something special that's worth them giving you some attention. Just don't try going all out and then drop the quality of your services and literature. The appearance might be that you're on your

way out of business as fast as you started. Image is powerful. You can use it to make your company look big. It can make you appear to be an expert when you have very little experience at all. It can be used to create just about anything you like. Just remember that the real story is in the product and service you provide. Part of your image might get customers in the door, but once they're in the door, the real story — the true image — is revealed.



# BUSINESS DEVELOPMENT BRIEF

# 1

- 1 Ideally, what are you looking to achieve with your business? (In terms of goals: for example franchise, be the best or most preferred, gross \$00 thousand/million a year, etc.)

- 
- 2 What are your business's strengths or assets? (Example: technical expertise, service, reputation, price, equipment, on-going training, customer service, low overhead)

- 
- 3 What do feel your customer's value the most in your business services?

# BUSINESS DEVELOPMENT BRIEF

# 2

4 What do you feel must be done for the best possible business success?

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5 What must be done immediately (next 3 months)?

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6 What do you feel must be done for the best success within the next year?

# BUSINESS DEVELOPMENT BRIEF

# 3

7 What long range goals do you feel will best address business in the future?

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8 What do you feel is the key to sustainable success for your business in your geographic area?

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9 How do you want your business recognized? (Describe the desired reputation you want to have in the market.)

# BUSINESS DEVELOPMENT BRIEF

# 4

- 10 Describe those factors you feel that have contributed most to your business's success and longevity.  
(Explain thoroughly.)

# MARKETING SUPPORT TOOL PROFILE

1 Describe the type of marketing piece you think you need and why.

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2 Describe the purpose of this marketing piece.

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3 Describe how this marketing piece will be used.

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4 Who will receive this piece?

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5 What will be the steps after the piece is received?

---

6 How will you respond to those interested in your services?

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7 Describe any other marketing material used to reach your goals.

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8 Describe the elements and qualities of the piece you feel it must have to be effective and why.

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9 What colors scheme are you looking for?

YOUR OWN

**THOUGHTS**



**NOTES**

**& IDEAS**

# MARKETING: IS ULTIMATELY SERVICE

**M**arketing is ultimately service! This has been my definition of marketing for nearly forty years. This definition clearly provides the focus needed by both local and national companies when seeking sustainable success. While marketing has traditionally meant advertising to many, advertising alone does not mean success. Even the best advertising campaign stands the chance of falling short of meeting a company's goals, if not backed by exceptional service.

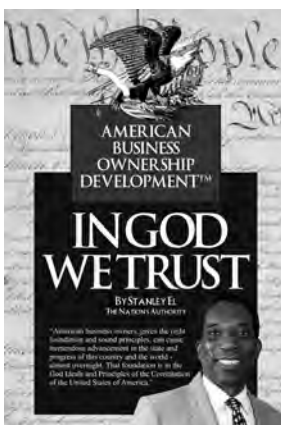
Marketing is ultimately service. When I say service, I mean effectively communicating with customers and delivering to them more than promised. This means meeting then exceeding their expectations. The combination of effective communications and delivering beyond expectations is what excellent service is about. People are always looking for a better deal - more value for the dollar. They're also shopping for enriching experiences, a relationship that adds to their lives rather than taking away from them.

All marketing planning should focus on the ability to exceed a customer's expectations through excellent service. It's the one way of being sure that customers get the message. It's even a better way of being certain they will pass the message on - as loyal customers do. An excellent service system and product line would provide the fuel needed to launch and maintain an effective marketing communications or advertising program almost indefinitely. Take a look at the 'Seven Seeds of Business Success' on the 'ABODE Tools' to learn what factors may make or break a company, regardless of size or position.

## Excerpts From The Book

“American Business Ownership Development™: In God We Trust.”

To read more on this topic or purchase the book, please visit <http://nsabo.wordpress.com/>



The National Society of American Business Owners (NSABO) stands for the God Ideals of our United States Constitution. NSABO is dedicated solely to the advancement of American Business Ownership Development™ and the Principles of Liberty established by America's Founding Fathers. NSABO acknowledges and supports business owners who have taken a stand for what is Right, Honest, Honorable, and True in business and service to Life.



In God We Trust



# THE STUDIO

graphics	photography	fine art
illustration	merchandise	fashion

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+HE\_S+UDiO is a creative design/ marketing and communications company made up of artistic, free minded individuals who exhibit extreme pride and passion in their designated fields. We use this passion to create meaningful works of art, powerful designs and creative products. The designs help build the businesses of others and the artistic products work as collaborations between the artist and consumer that will appreciate over time.

Our talents are captured through marketing and advertising graphics, photography, fine art, illustration, merchandise and multimedia forms such as film, websites and email marketing publications.

+HE\_S+UDiO's bold and exciting style continues to entertain audiences and help businesses creatively expand their brands.

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