

Marketing Inspirations

February 2010

Upcoming Events

February 9, 2010
7:00pm – 10:00pm

Marketing Your Business

SBDC/PCR
Entrepreneurial
Institute, Los Angeles

February 11, 2010
7:00pm – 10:00pm

Business Budgeting
and Planning

SBDC/PCR
Entrepreneurial
Institute, Los Angeles

February 24, 2010
11:45am – 1:30pm

The Secret Mission of
Baby Boomers

Financial Planning
Association, University
Club, Pasadena

Building Your Brand Power



Suzanne Patrick
Lawrence, President,
Advisor Business
Solutions

Finding new compelling ways to impact your leads is a continuous effort. It begins with that last touch – the meeting, phone call or website reminder but some of these follow up contacts are mere “touches” rather than branding statements. Each month, your leads are called upon by competitors, vendors and coworkers demanding time with their issues. Given the crowded environment, making a lasting impression is critical for building your brand awareness.

Strategically, there should always be a credible method that is planned, implemented or disseminated when planning your lead or client follow up. It helps to sell itself without you doing much more.

Promoting your professional image as a speaker, panelist or published writer brings recognition. A knowledgeable presenter or author has answers to problems and is seen as a resource in that area of expertise. Building brand awareness will demonstrate what you do that works and help others understand why you are successful.

Want to find out how your company can benefit from the Advisor Business Solutions team? Visit www.advisorbusinesssolutions.com for upcoming speaking engagement details or contact 562-439-4804 to set-up an appointment for a customized solutions approach.

If you are having trouble viewing this email, please [click here](#). You may unsubscribe from these emails by clicking here .