

## Sue Almon Pesch

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**From:** "Susan Almon-Pesch" <spesch@market4profit.com>  
**To:** <spesch@market4profit.com>  
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# SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

## Mind Boggling Biz Stats

*According to the US Census Bureau*



Every day 2,356 Americans decide to go into business for themselves. That's according to the U.S. Census Bureau. Others have noticed this trend too. From a 2007 article in *Fortune Small Business*, we are in the midst of the largest entrepreneurial surge this country has ever seen. According to SBA projections, nearly 672,000 new companies with employees were created in 2005. That's the biggest business biz-boom in our history. It makes for 30,000 more start-ups than in '04 and 12% more than at the peak of the dot com era in '96.

We're looking at almost 700,000 businesses per year with employees -- and if we factor in projected solo-preneurs you have between 12 million to 35 million more. All producing products and services -- needing one another for their business services. From logo designs, intellectual property protection, marketing programs, office equipment, insurance, promotional products, carpet cleaning, training . . . the list goes on.

What is your business doing for . . . or planning to provide these millions of new biz babies? Hmmmmmm . . . now there's an exciting proposition!

SNIPPETS

from

Sue Almon-Pesch, CME

## "ON-line" the Street

Advertisers worldwide are expected to double their spending on the Internet during the next three years as more people get their news and entertainment on the Web instead of TV, radio, newspapers and magazines. This trend is going to create an \$80 billion online ad market in 2010, up from an estimated \$40 billion last year. WOW.

*According to Yahoo Article in San Diego Union Tribune, February 2, 2008*

## Ask, Ask, Ask, Ask and Finally Ask Again

Persistence counts.

44% of all salespeople quite trying after the first call.

24% quite after the second call.

14% quit after the third call.

12% quit trying to sell their prospect after the fourth call.

AND

60% of the sales are made after the fourth call.

Stats from Herbert True, a Notre Dame University marketing specialist

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## Welcome New Client TalentFuse Inc.

February 2008



Headquartered in San Diego, TalentFuse, a SQL Star company, is a privately held, full service staffing and IT development company. TalentFuse helps companies like Qualcomm, Gateway and Intuit, to name a few, build the best teams of IT professionals possible by managing the careers of great technology professionals. As the company name suggests, the company fuses the best talent with the best positions. The company meets their client's unique personnel needs by offering the following staffing options: permanent; contract; and contract-to-hire. TalentFuse has appeared on the *San Diego Business Journal's* annual list of the 100 Fastest-Growing Private Companies for two consecutive years (2006 and 2007). Based on percent of verified revenue growth.

In 2007 I had the pleasure of working with President, Brian Margarita, on his nomination and receipt of a *San Diego Metropolitan* magazine 40 Under Forty Award. This prestigious designation recognized Margarita's generous role as mentor and business leader along with his commitment to community and youth-based projects. Brian liked my direct work style and experience. I'm pleased to announce TalentFuse has brought me on as their outsource public relations consultant.

[Learn more about TalentFuse.](#)

covered in Jack Canfield's national bestseller *The Success Principles - How to Get from Where You Are to Where You Want to Be*.

**Stay in touch with your prospects. Next SNIPPETs will cover ways to be in front of your clients and prospects on a regular basis.**

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