

Sue Almon Pesch

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

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

Power Up Your Strengths

By Sue Almon-Pesch, CME



If you are to achieve a position that's unique and will set you apart from your competitors, you must build that position on your strengths, not your weaknesses. All too often, we overlook or don't even know what our valuable strengths are. Why? Quite frankly because we take them for

granted. Our tendency is to be more concerned about fixing our weaknesses than building on what we do best.

Take a moment and write down "your's" or "your company's" top three strengths -- just as Tina Turner would belt out in song, "What you do better than all the rest!"

Walt Disney said, "The more you are like yourself, the less you are like anybody else, and that is what makes you unique. Yet the world is full of duplicates and has very few originals."

Embrace the things you do differently; the special services you provide that no one else offers; be sure you start sharing them with your prospects, clients, customers and associates!

Hmmmmmm . . . I hope those who know me would agree one of my

"ON-line" the Street

1) Are you an online retailer?
 58% of e-commerce buyers prefer websites with customer reviews on them. *According to Marketing Sherpa*

2) A profile of home buyers and sellers was recently shared at the annual NAR conference. The informative profile tells brokers and agents what buyers want, what sellers want and what marketing works. For the first time ever the Internet tied with the agent themselves for sources used in the home search at 84%. *According to 2007 National Assn. of REALTORS® Profile Information*

These two above stats are strong indicators to all industry sectors -- start now to be sure you are easily found on the Internet and make customer testimonials and reviews a priority on your website.

strengths as a marketing consultant is my "easy going one-on-one working style."

SNIPPETS

from

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[To learn more about my one-on-one marketing consultant model, visit my website.](#)

3 Blind Mice Window Coverings' Referral Program

Scot Dietz appreciates referrals to friends, neighbors, business associates and more!



I have been fortunate to have worked with Scot Dietz and his company 3 Blind Mice Window Coverings since June 2005. Scot is a forward thinking entrepreneur and the consummate word-of-mouth marketer. He knows the value of building relationships with his customers, vendors, suppliers and employees. For this reason, along with other great reasons, 3 Blind Mice has received BBB Torch Award for Marketplace Ethics Honors in 2005 and 2007.

I am especially proud of Scot and his commitment to his referral program. Three Blind Mice appreciates referrals so much that they pay you \$25 to \$50 for your referrals. The company website has an easy form to fill out or call 3 Blind Mice at (800) 828-2003.

Take the time to acquaint yourself with this outstanding window coverings firm -- there's no better time to spice up the life of the windows of your home with 3 Blind Mice. New window treatments can easily change-up the look and feel of your home for spring. Fresh is good! Call (800) 828-2003 for an appointment!

[Click here to send Scot a referral from the 3 Blind Mice website.](#)

Email Subject Line Grand Openers

For those of you who do email marketing campaigns here's some stats for you.

Zero to 49 character subject lines had an open-rate 12.5 percent higher than the 50+ character subject lines. Click-through rates for the zero to 49 character group were 75 percent higher than the 50+ character group. *According to Email Labs*

SAMPLE SUBJECT LINE

Thirteen Great Tips for Word-of-Mouth Marketing (48 characters - including spaces)

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