

Sue Almon Pesch

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SNIPPETS

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

The Staying Power of Community Newspapers

By Sue Almon-Pesch, CME



Interview with Denny Fallon
Advertising Manager of CMC
Publishing
Rancho Santa Fe Review
Del Mar Village Voice
Carmel Valley News
Premier Properties & Lifestyles
Magazine

The Staying Power of Community Newspapers

When local businesses ask me where to put their advertising dollars, I ask them where do your customers live? It's a simple question. The answer is important. Because in the cacophony of a bazillion TV stations, CD and MP3 players replacing radio and the flood of online news sites, where's a person to go to find "hometown" stories and news?

Answer: Local community newspapers distributed to your home or in a rack in front of your local grocery store--also found in the same papers' online versions.

"On-Line the Street"

Top 10 Checklist to Choose a Network Marketing Company

1. Has the company been in business at least 4 years?
2. Is the company well capitalized?
3. Does the company offer quality products or services?
4. Is there an on-going need for the product or service?
5. Is the product or service trendy or a fad?
6. Can you generate immediate income?
7. Does the marketing model take full advantage of technology?
8. Is the person who is introducing you committed to helping you?
9. Is there a way to keep your full-time job while building your network marketing business part-time?
10. Will you have fun and get excited about what you're selling?

When I asked Denny Fallon about the power of community newspapers, he gave me six key bullets to shoot down newspaper naysayer comments.

Local news, stories and photos:

- > Enrich a community with local editorial
- > Serve as the grass roots town crier
- > Provide a forum for "good" news
- > Offer one source for community sports, society, politics and news issues
- > Preserve neighborhood culture and personality
- > Give advertisers an opportunity to reach their target markets on a regular basis

I asked Denny about the anatomy of a good ad.

The advertising pro advises:

- > Keep clean and uncluttered, copy short and sweet.
- > Stimulate readers with a strong offer and call to action.
- > Use your print ad copy to drive people to your website.

Parting comments . . .

Denny shared with me a quote attributed to PT Barnum, Ted Turner and San Diego's King Stahlman.

"Early to bed, early to rise and don't forget to advertise."

Denny and his team have a lot of ideas and ad plans. You can reach him at (858) 756-1403 x110.

[Check out Rancho Santa Fe Review, Del Mar Village Voice and Carmel Valley News.](#)

Solana Beach's Rudy's Electric Needed a Website . . . Has One Now

By Sue Almon Pesch, CME



Rudy's Electric Needed a Website . . . Has One Now

I've known Rudy Rodriguez a number of years now through my BNI Del Mar Chapter. He is a master of his electrical trade with years' of experience. He was getting by without a website up until the

last five months or so. His son Anthony and I got his name, address and

Stats to Muse

Few Chief Marketing Officers (CMO) Think They're Effectively Tracking Social Media or Word-of-Mouth

The survey of 400 executives found that 56% said their companies have no programs to track or propagate positive word-of-mouth; 59% don't compensate any employees based on improvements in customer loyalty or satisfaction; and only 30% rated their companies highly in their ability to handle or resolve customer complaints.

Source: *Advertising Age*, Jan. 26, 2009

As customers, I think we can all agree that social media will be influencing the above stats sooner rather than later!

CONTACT INFORMATION

For help with your marketing and public relations, contact me at (760) 438-1120 or email me at spesch@market4profit.com.

My **One-Hour-a-Month Consult** is taking on a life of its own and getting quite popular. Welcome Galen Doak, Managing Director of The Maids Home Service!

phone number (858) 353-2933 on Yahoo Local and Google Businesses, but – hmmm, when there wasn't a website link what's an interested person to do? I finally said to Rudy one morning at our meeting, "Rudy it's time for a website." He smiled, and said, "If you say so."

Next I caught him at a job and said, "Rudy I need your credit card to book your URL and website hosting. Is \$159 a year okay?" "Sounds good," he agreed. Having known Rudy and the people he's done business with in BNI, I wrote them and requested testimonials. I made a note to myself. Get this six-page template website done in an afternoon and surprise him. The night before our next morning meeting, I emailed him his URL www.rudyselectric.com and said check out your website. I wish you could have seen his face at 6:35 a.m. at Tony's Jacal (where our chapter meets). He was beaming! He kept saying, "I can't believe I've got a website. I'm on the Internet!"

Each week he shares another story with me about a new client who found him on the Web or a realtor who looked him up on his website while he was on the phone with them to seal a deal for a job. **The website is a Basic 101 site—but guess what, it's working and that's all that matters to Rudy Rodriguez!**

[Visit Rudy Rodriguez's "Rudy's Electric" website.](#)



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