



Strong brands solicit loyalty.



"Whether you're a start-up or a well established company, developing a strong brand should be at the heart of your marketing efforts. Strong brands are built from the inside out. They need to inspire and motivate - before they can create loyalty in the marketplace. Our goal in every project we develop is to be appropriate, distinct and memorable so that your brand connects, and influences, the customers that you seek."

Terry Edeker, President
Pixallure Design, LLC

**Does your brand connect with the customers you seek?
If not, call me at 432-6003 ext. 102
for a FREE brand audit.**

The Power To Inspire.



Branding + Corporate Identity + Communications + Interactive

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SCORE

The Mobile Chapter of SCORE (Service Corps of Retired Executives) is a part of the national nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. ∞∞

Accelerate Your Success

By Arnold Sandness, SCORE Marketing Advisory Council

SCORE launched the "Accelerate Your Success" campaign to help small business owners focus on a plan for success, manage and acquire cash, and develop a sales pipeline. The organization is offering monthly on-line toolkits with special articles, templates, podcasts and workshops at www.score.org/accelerate.

If you are waiting for the market to turn around, you are losing ground. Take control of your future. You can steer your business to accelerate your success.

Take a deep breath, and take a hard look at your company. Right now is the time to act. Start planning how you can weather this storm and prepare for the good times when the recession recedes.

Get good advice. As an entrepreneur, you are a smart risk taker, but you don't have all the answers — no one does. Surround yourself with a variety of experts who can add to your knowledge and expertise. SCORE mentors offer free and confidential advice. They are business owners and corporate executives who have successfully run companies.

Pull in your horns. At this time, postpone plans for expansion. Reduce inventory orders to minimums and review existing contracts to determine the possibility of delays or cancellation. Also, suspend the addition of new products until demand is confirmed. These steps will help avoid unnecessary expenses.

Conserve cash. Collect accounts receivable and contact suppliers to extend accounts payable. Focus on delaying

expenditures for new equipment and expanded inventory. To cover any additional work, use freelancers and contractors rather than hiring new staff. Also, do not add new employee benefits or pay bonuses.

Use time wisely. Think about contracting tax and payroll preparation to outside suppliers if you would use your time more productively for sales development or floor participation. Conversely, if these items can be handled more effectively and less expensively in-house, then transfer them to another employee.

Utilize marketing. Develop aggressive plans to improve sales volume. Consider special events to attract customers. To get free publicity from the media, look

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Arnold Sanders
Score Marketing Advisory Council

for newsworthy items about your business. Get to know reporters or publishers and keep them informed or offer story suggestions. Collect e-mail addresses from clients and prospects and follow up with monthly messages. Consider personal visits to connect with existing clients and find out how their needs have changed and how your product or service can help.

For more advice on how to succeed, contact the Mobile Chapter of SCORE, operating out of the Mobile Area Chamber. For a confidential one-on-one counseling session at no charge, call 431-8614.