



"Helping winning companies tell their stories and build their brands."

Volume Number 1 - April 19, 2005

Save the Date:

Date: June 7, 2005

Time: 11 a.m. to 2 p.m.

Lunch-and-Learn Seminar with Marketing Coach Henry DeVries

Place: Conference Room, The Summit Building, 320 Fourth Avenue NE, Bellevue, Washington

Value: This exclusive learning opportunity is complimentary for active clients of Nancy S. Juetten Marketing, Inc. Friends of the firm can attend for just \$25.

RSVP: by May 31, 2005 or before

Space limited to first 50 respondents. Active agency clients get priority. Early RSVP's encouraged. Call 425-641-5214 or send e-mail to nancy@nsjmtg.com to reserve your place.

Congratulations to **Cascade Bank CEO and President Carol K. Nelson**. She was voted 2005 Snohomish County Business Executive of the Year as a result of her winning ways -- and our storytelling efforts. See the cover story in the April

Savvy Marketers are Shifting Dollars to the Art of Being Newsworthy. Here's Why.

Dear Nancy S. Juetten

Marketing public relations is the creative use of newsworthy events, publications, social investments, community relations and other means to raise awareness, build traffic and otherwise distinguish a company and its products from its competitors.

To be newsworthy, a company and its products must identify with the needs, wants, concerns and interests of its customers. Marketing public relations doesn't replace advertising, yet many savvy marketers are shifting increasing portions of their budgets to the art of being newsworthy.

In a front-page story, the *The Wall Street Journal* commented on the cost advantage of public relations over advertising, noting that "a PR budget of \$500,000 is considered huge, while an ad budget that size is considered tiny." Companies can buy a full year's marketing public relations program for the cost of a single, 30-second, prime time TV spot. These same economies hold true for local marketing campaigns.

Another reason for the shift is the increased attention potential customers -- be they consumer or business-to-business -- pay to coverage in the media. No less an advertising authority than noted author David Ogilvy of Ogilvy & Mather pointed out: "Roughly six times as many people read the average article as read the average advertisement. Very few advertisements are read by more than one reader in 20."

edition of the [Snohomish County Business Journal](#).

Look for the [Valterra Company Principal Mikelann Valterra's](#) article offering tips to overcome internal income barriers in the April 29 edition of the [Puget Sound Business Journal](#).

Check out the **Business Women 2005** special supplement in the **May** issue of the [Snohomish County Business Journal](#) to read Nancy's tips to optimize media relations efforts. Within the same edition, read [Media Skills Training Principal Lorraine Howell's](#) suggestions on how to spruce up your elevator speech to make winning first impressions and [Next Step Solutions Principal Margaret Purvine's](#) ideas about how to use cool tools and electronic gadgets to increase office efficiency.

Bill Fritsch, president of [Hydrogen](#), continues to enjoy warm reception to his provocative monthly ***Fritsch on Advertising*** column about pressing ad industry issues in local trade newspaper ***Marketing***. To subscribe, send e-mail to lcoffman@earthlink.com.

In other publication news, **Nancy S. Juetten Marketing** completed annual report copywriting for four community banks. We collaborated with the Cascade Bank in-house agency, [Hogin Design](#) for Charter Bank, [Group Davis](#) for Northwest Business

Another fact to consider is that some things in life are not for sale at any price. You can't buy the Mona Lisa. You can't buy the Grand Canyon. You can't buy an ad on the front page of the ***The Wall Street Journal***, yet marketing public relations can get you there. Creating awareness is what marketing public relations does best, yet it has its drawbacks. You can't control the timing and the message like you can with advertising. In the long run, nothing is more cost effective at building awareness.

Reprinted with permission from [Henry DeVries](#).

Join Us for a June 7 Seminar to Learn Proven Strategies for Quality Lead Generation from Bestselling Author and Marketing Coach Henry DeVries

Get ready to grow your business and advance toward ambitious revenue targets by attending this very special lunch-and-learn session on June 7 from 11 a.m. to 2 p.m. At this high value seminar, you will learn:

- How to fill a pipeline with qualified prospects in 30 days
- 27 Client Seduction strategies to become a new client magnet
- How you could earn a 400% to 2000% return on your marketing investment
- The top 14 best tactics to generate clients
- New ways to use the Internet to find clients

The presenter is Henry DeVries, owner of the [New Client Marketing Institute](#). DeVries is a marketing coach and writer specializing in lead generation for professional service firms. An adjunct marketing professor at UC San Diego since 1984, he is the author of "Self Marketing Secrets" and the recently published "Client Seduction."

How-To Articles Can Help You Grow Your Business. Here's How.

If you'd like to enjoy the benefits of credibility and influence that editorial coverage provides, consider writing and placing a how-to article in the local or national trade media. How-to articles pack a punch for your marketing budget, bring your expertise to a wide audience of potential customers, and invite new business conversations that can help your business grow. Best of all, you can post your article to your Web site to reinforce your expertise and order professional article reprints to add impact and credibility to your marketing materials.

Bank, and **RocketDog Communications** for EvergreenBancorp, Inc.

Each report will soon post to the shareholder information sections of each bank's Web site. Visit to see the results of our creative collaborations:

www.CascadeBank.com

www.CharterBankwa.com

www.EvergreenBancorp.com

www.NWBB.com

Our client list is growing thanks to the quality referrals of our clients and friends. Welcome to **Air Van Moving Group, Media Skills Training, Next Step Solutions, and OfficeLease.**

"Surround yourself with only those who are going to lift you higher."

-- Oprah Winfrey

If you'd like your points of view to be featured in an upcoming edition of the ***Puget Sound Business Journal*** (or any other newspaper or trade journal), let's talk about your story and how we can help you tell it. We enjoy collaborative, winning relationships with editors here and beyond and create quality media results for our clients. Visit [our Web site](#) to review our pattern of successful media placements and call 425-641-5214 or send an e-mail to nancy@nsjmtg.com to initiate your next project.

Upcoming *Puget Sound Business Journal* Sections:

Special

Banking, Investment, and Finance	April 29, 2005
Health Care	May 13, 2005
Commercial Real Estate	June 17, 2005
Marketing and Media	July 8, 2005

Nancy S. Juetten Marketing News

Our new Web site is live and delivering our powerful message about how we help winning companies tell their stories and build their brands. Visit [our Web site](#) and let us know what you think, and forward the link to others who can benefit from our winning approach to storytelling.

We thank Gary Thompson and his team at **Graphic Technologies, Inc.** for creating a vibrant design and a lasting brand for our firm. Get in touch with Gary if it is time to elevate your Web site to a higher graphic standard.

By the way, we crafted the new tag line for Graphic Technologies Inc. as a result of customer and staff interviews. We also wrote much of the copy for the new and improved Graphic Technologies Inc. Web site. Visit to see "Vibrant Designs. Lasting Brands." in action.

Your comments about this newsletter are welcome. Send e-mail to nancy@nsjmtg.com or call 425-641-5214.

You are receiving this newsletter because we've worked on projects together and created valuable impact for your investment in our public relations and marketing communications services. We'd like to do more of the same and enjoy the benefit of your quality referrals. If you don't want to receive free offers, tips and marketing news from us in the future, please contact me at nancy@nsjmtg.com and I'll remove your name from the mailing list. Contact me by phone, e-mail, or Web site: Nancy S. Juetten Marketing, Inc., 425-641-5214, nancy@nsjmtg.com, www.nsjmtg.com.

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