



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

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## **Ezine Evolves to Serve Fee-for-Service Clients *and* Success-Seeking Business Owners Nationwide**

### **Quote to Inspire Your Winning Ways**

"There is only one thing in the world worse than being talked about, and that is not being talked about."

-- Oscar Wilde

Dear RecipientFirstName,

For the past five years, Nancy S. Juetten Marketing Inc. has focused exclusively on providing public relations counsel and marketing communications services to our clients. With the launch of our new *Media-Savvy-to-Go* product line last month, we began a journey that will grow our company in new and exciting ways.

Going forward, this ezine will highlight news, resources, and seminar information to serve our fee-for-service clients *and* our ever-expanding list of success-seeking business owners across the nation. Most share a common goal to earn ink and air without spending a fortune. As always, we enjoy hearing your comments and receiving your warm referrals.

### **Save the Date:**

October 5, 2006  
8:30 a.m. - 2 p.m.

### **What:**

Power Tools for Women Business Owners and Entrepreneurs Half-Day Seminar

### **Where:**

Maggiano's Little Italy, Lincoln Square, Bellevue

Whether your business is well-established or just starting out, you'll

### **Hot Links to Help Your Business Grow**

To follow are resources we recommend to help you make the most of your media relations without spending a fortune.

#### **FREE 89-Day Email Publicity Hound Course Shows You How to Write Press Releases that Drive Web Traffic**

Stop writing press releases the old-fashioned way -- only for journalists. Joan Stewart, a.k.a. The Publicity Hound, says smart self-promoters write press releases for potential buyers and post them online for all the world to see. In her free 89-day email course, she'll show you how to write the kind of press releases that pull traffic to your website and buyers into your sales funnel. And if journalists cover your story? Well, that's an extra little bonus. Sign up for her course called "89 Ways to Write More Powerful Press Releases" at <http://tinyurl.com/q8n7l>.

gain tremendous value from this information-rich and powerful half-day seminar that will equip you with essential skills to take your growing business to new heights.

Craft an elevator speech that takes your business straight to the top.

Learn how to make winning connections through savvy networking.

Learn how to earn more and set and raise your rates with confidence.

Learn how to make the most of your media relations without spending a fortune.

Lorraine Howell, Zita Gustin, Mikelann Valterra, and Nancy S. Juetten are your guides for the session.

Pre-Register before 9-17-06 and enjoy preferred pricing!

Breakfast and networking lunch

## Do You Want Reporters from Major Media Calling You?

PR LEADS puts you in touch with reporters for major publications who need to quote experts like you. This service receives approximately 100 requests a day from reporters who desperately need to find experts to quote in their stories. PR LEADS gives you their names and email addresses and their story angles so you can contact them. Visit <http://tinyurl.com/lj3zo> for more details about one of the most affordable and effective ways to earn the big ink and air that I know.

Here are two testimonials from PR experts we admire that were selected from literally dozens of testimonials about this service:

"Just got a regular column on a site with a million plus visitors per year ... thanks to your service."

Suzanne Falter-Barns

Author, *"Living Your Joy: A Practical Guide to Happiness and How Much Joy Can You Stand?"*

"The leads from reporters are highly targeted and state exactly what the reporter is looking for. I'm a subscriber and I've already been interviewed by the BBC for a profile they are doing on Oprah...I have found it to be a godsend."

Susan Harrow

Publisher, *"Sell Yourself without Selling Your Soul: 60 Second Secrets"*

## Special Offer:

### Get our "How to Become a Published Author Fast" Special Report for FREE with any *Media-Savvy-to-Go* Purchase

Thanks to everyone who purchased *Media-Savvy-to-Go* products in July. The tips booklets in particular are earning new fans every day. If you have not yet purchased your *Media-Savvy-to-Go* tips booklets yet, what on Earth is stopping you?

Here is a special offer that will compel you into action. For August, enjoy a special bonus chapter excerpted from our 60-page *Media-Savvy-to-Go* E-Workbook with any *Media-Savvy-to-Go* purchase. This chapter offers step-by-step instructions so you can learn how to become a published author fast. It also helps you know how to take

included.

Bring plenty of business cards.

\$159 before 9-17  
\$189 after 9-17  
\$179 after 9-17  
when you register with a friend

Visit the online store at [www.nsjmktg.com](http://www.nsjmktg.com) for more details and to reserve your place.

### **Nancy Asks for Referrals to Quantity Buyers for *Media-Savvy-to-Go* Tips Booklets**

Nancy's goal is to sell quantity orders of the *Media-Savvy-to-Go* publicity tips booklets to quality organizations that care about helping their best customers, members, and sponsors succeed.

If you know of decision makers who influence the buying or high-value premiums, client appreciation gifts, sponsor benefits, or holiday gift purchases, your warm

the next step if you are already a published author.

PR experts say that getting your expertise celebrated in the media is one of the single most powerful ways you can generate leads for your growing business. This bonus report shows you how.

Enjoy both tips booklets -- [97 Powerful Ways to Profit from Free Publicity](#) and [50 Powerful Publicity Boosters to Build Your Business](#) -- for \$10 for the hard copy booklets that we'll mail to you the next day your order or \$8 for the downloadable versions you can enjoy immediately.

### **Recommend *Media-Savvy-to-Go* and Earn Money While You Sleep**

If you love the *Media-Savvy-to-Go* information products, you can profit from your winning recommendations. Join our affiliate program today. Then, when folks you refer to our site purchase our *Media-Savvy-to-Go* products, you'll enjoy a 30% commission on sales that result from your recommendations. This includes quantity sales of our *Media-Savvy-to-Go* tips booklets. Since our intention is to sell hundreds of thousands of these booklets across the nation, why not stake your claim to your part of that success? Click on the affiliate link at [www.nsjmktg.com](http://www.nsjmktg.com) to join. Then, refer your success-seeking business owner friends and colleagues to our products today. It's easy money in exchange for recommending products that will help you and your colleagues succeed.

### **News Our Annual Report Clients Can Appreciate Nancy Earns Two LACP Annual Report Awards**

We often say that we help winning companies tell their stories and build their brands, and we are true to our word. We also help them win awards for their winning ways, and -- in doing so -- bring attention to winning ways of our own.

Together with our design/project partners, we earned two awards for annual report excellence in the LACP 2005 Vision Awards Competition. This contest attracted 1900 submissions from 16 countries, and less than one out of every five entries received award-level recognition. Companies that are part of the Fortune 1000 encompassed 26.5% of all annual reports judged, while firms found on the Forbes Global 2000 represented 35% of the field. We collaborated with the in-house marketing team at [Cascade Bank](#) to provide copywriting for "The Value of Paying Attention" report that earned top Platinum honors for banks with annual revenue in the \$10 - \$100 million category. This report finished in the #60 position among the top 100 reports in the competition. We also collaborated with [Ross Hugin](#) to provide copywriting for the [Charter Bank](#) annual report entitled, "What's Ahead

introductions are welcome. [Please get in touch today.](#)

is Fueled by What is Unseen." This report earned Bronze honors among banks in the same revenue category. These reports earned scores of 95 and 89, respectively, against a perfect score of 100.

It is never too early to book the Nancy S. Juetten Marketing team to contribute to your 2006 annual report. Because annual reports are so time-sensitive and involved, we must limit our 2006 engagements to a select few. If you want an award-winning copywriting for your 2006 annual report, get in touch long before November, which is the ideal time to start thinking about YOUR next and potentially BEST annual report.

### More Dates to Save

**August 24, 2006:** Nancy Juetten contributes to a WBO panel of marketing experts who will offer valuable tips to contribute to small business success. Visit <http://www.womenbusinessowners.org/> for event and registration details.

**September 21, 2006:** Nancy Juetten shares "How to Become a Published Author Fast" with the guests and members of E-Women Network. Visit <http://tinyurl.com/ntevc> for event and registration details.

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