



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

Volume Number 10, January 4, 2006

Quote to Inspire  
Your Winning  
Ways:

The secret of getting started is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks and then starting on the first one.

- Mark Twain,  
Celebrated  
American  
author and  
humorist

Client Carol K.  
Nelson of Cascade  
Bank Captures Big  
Ink in Washington  
CEO Magazine as a  
"CEO of  
Significance"

[www.  
washingtonceo.com](http://www.washingtonceo.com)

Review our  
Winning  
Results for 2005

## Jump-Start Your 2006 Success

### Plan Now to Attend the Jan. 11 Women's Sales and Marketing Summit

**(Men are welcome!)**

Dear Nancy S. Juetten,

It's a new year and a perfect time to hear from local marketing, sales, and public relations experts who can offer proven strategies and tactics to help your business grow. At this session, you'll learn how to:

- Position your business so customers want to do business with you
- Get prospects to say 'yes' to what you have to offer
- Create value for what you offer and get paid what you deserve
- Cultivate new business opportunities and alliances
- Gain 'free' publicity and marketing exposure
- Establish a dynamic network of resources and leads
- Never make a cold call again and instead turn cold leads into hot prospects
- Stop card collecting and start connecting for long term success and growth
- And so much more!

**When:** January 11

**Time:** 3:30 pm - 9:30 pm Registration: 3:00 pm

If you'd like to review our updated 2005 winning results and get to know Hilary Whitman, our media relations specialist and project manager, visit our newly updated site:

[www.nsjmktg.com](http://www.nsjmktg.com)

**Where:** Seattle Harbor Club, 801 Second Avenue 17th Floor, Seattle, WA 98104, The Norton Building

**Speakers:**

Nancy S. Juetten, Nancy S. Juetten Marketing Inc. ([www.nsjmktg.com](http://www.nsjmktg.com)), serves as the public relations panelist.

Lauri Jordona, Conexion Marketing ([www.conexion-marketing.com](http://www.conexion-marketing.com)), serves as the marketing expert.

Andrea Sittig-Rolf, author of "Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect" is the sales expert.

Nancy D. Solomon ([www.nancydsolomon.com](http://www.nancydsolomon.com)) moderates the panel.

**Cost:** \$60.00, \$50.00 for eWomenNetwork Members

**To Register:** [www.ewomennetwork.com/event/registration/event.phtml?eid=3564&go=4](http://www.ewomennetwork.com/event/registration/event.phtml?eid=3564&go=4)

## Quick Checklist to Enhance Your Success

- Do you have a Web site you are proud of that tells your story in a winning way?
- Do you have a system in place to regularly communicate with your most valued clients, referral partners, colleagues, and prospects?
- Are you directing your message to the right audience in a compelling manner and doing so often enough to make a winning impression and stimulate action?
- Are you writing for the media and showcasing your expertise to businesses and decision makers that can benefit most from what you have to offer?

If not now, then when? If you need an assist, we can help. Get in touch by calling 425-641-5214 or sending email to [nancy@nsjmktg.com](mailto:nancy@nsjmktg.com).

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