



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

Volume Number 13, May 9, 2006

Make Your Products and Services Easy to Buy, Easy to Own, and Easy to Refer

Hear Success Tips from Olympic Hot Tub Company Co-Owner
Alice Cunningham on May 24

Dear Nancy S. Juetten,

Olympic Hot Tub Company Co-Owner Alice Cunningham has built a 28-year business success story by making her company's products easy to buy, easy to own, and easy to refer. If you'd like to hear more about Cunningham's winning business philosophies as you make plans to help your own business grow, make plans now to attend the Eastside Business Awards luncheon on May 24 at Meydenbauer Center. Cunningham is the keynote speaker. Make your reservations via www.bellevuechamber.org. Learn more about her company at www.olympichottub.com.

May 2006 Media Relations-on-a-Shoestring Tips

Check out www.ezinearticles.com

One of the most compelling and persuasive ways to reinforce your expertise is to write for the media. How-to articles in the local and trade press demonstrate your general knowledge in a winning way so qualified prospects will want to engage you for a fee for the specifics. If bringing your message to cyberspace is a priority, check out a free service that helps ezine publishers use your quality content for their readers.

I posted seven of my how-to articles to this site, and now a number of them are popping up in the search engines to reinforce my expertise. Plus, 489 sets of eyes have read them on the site so far, and Web site visits to www.nsjmktg.com are escalating.

Visit www.ezinearticles.com to get acquainted with the editorial

Quote to Inspire Your Winning Ways:

"To succeed, you have to have happy and contented employees and customers, and the numbers have to come out right."

-- Art Oberto
Founder and
Chairman
[Oberto Sausage Company](http://www.obertosausage.com)

Another Quote to Keep You on the Right Track

"When people reveal themselves to you, pay attention."

-- Maya Angelou

guidelines, and make your submissions there. While you are at it, search for articles by Alice Cunningham of [Olympic Hot Tub Company](#) and Bill Fritsch of [Hydrogen Advertising](#), and if you need a little help from your team at Nancy S. Juetten Marketing, Inc., get in touch at nancy@nsjmtg.com.

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If you want to receive timely tips to score free publicity from one of the nation’s leading experts, sign up at www.publicityhound.com for a free ezine that delivers the goods to your e-mail in-box every Tuesday. Publicity Hound Joan Stewart enjoys a national reputation as an expert who helps people earn their own publicity, and you can benefit from her sage advice without spending a dime.

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