



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

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Add "Client Seduction" by Henry DeVries to Your Summer Reading List

Clients often lament that they don't have systems in place to regularly generate quality leads to help their businesses grow.

This book offers proven strategies and step-by-step plans to help you take your lead generation efforts to the next level.

This is the most efficient beach side reading we can recommend to ease the lead generation pain that is keeping you awake at night.

Visit www.amazon.com to order your copy today.

Save the Dates:

Henry DeVries Returns to Seattle for Two-Day "Winning the New Client Game" Workshop 9-30 and 10-1

Back by popular demand, Henry DeVries returns to Seattle 9-30-05 and 10-01-05 to offer proven strategies for "Winning the New Client Game." These sessions are targeted to independent professionals and small business owners.

Watch for reservation and fee details in future e-newsletters. Or, RSVP today by calling 425-641-5214 or sending e-mail to nancy@nsjmtg.com.

Agency Earns Awards for Bank Annual Report Excellence

Nancy S. Juetten earned three awards for excellence in the **2004 LACP Annual Report Vision Awards**. Juetten worked in collaboration with **Group Davis, RocketDog Communications**, and the in-house design team at **Cascade Bank** to write the winning narrative for annual reports for **Northwest Business Bank, EvergreenBancorp**, and **Cascade Bank**.

Of the top 11 reports honored in the financial services category in this nationwide competition, Juetten contributed to three of the winning entries.

It is never too early to think about how to make your 2005 annual report the best ever. Put Nancy S. Juetten Marketing, Inc. on your consideration list for copywriting this year.

A Quote that Bears Repeating:

"Life is short, but good publicity lasts forever."

- **New York Times**
June 26, 2005

Turn Your Web Site Biography Into a Business Building Bonanza

Dear Nancy S. Juetten,

Is your Web site biography a page turner or a yawn?

If you own a professional services firm, a Web biography may be the single most powerful new business development tool you display in cyberspace – provided Web visitors can find it and are compelled to read it.

Unfortunately, many firms reduce their bio writing to the level of boilerplate bland, missing a great opportunity to tell their stories in a compelling way that actually builds business among quality prospects.

If you want to earn more money, sell more products and services, save money, engage quality clients, and possibly earn a reputation as a sought after keynote speaker who commands top dollar for your commentary, use your bio to show how you make these results reality for your clients. Then, quality prospects will be motivated to beat a path to your door.

Yes, please impress with prestigious college degrees, decades of business advisory experience, and important brand name companies on your client list. Then, share your track record of great results in a memorable manner that makes prospects want to reach out and take your hand to journey forward together. Clients want to work with people they trust, respect, and like. Never forget that.

Here is a stellar example of an effective Web biography:

Lori Prokop (www.bestsellerpublishing.com), senior group publisher with Best Seller Publishing, is a 17-year profit-producing expert in the information and publishing empire field. She selects authors, speakers and experts who have a book, training system or business model. Lori takes those chosen people by the hand and shows them how to create entire information and publishing empires... resulting in best selling and celebrity status...and they own it. Lori has created, written, published and distributed best-selling books and audio programs for clients such as legendary business guru Ted Turner, master motivational speaker Mark Victor Hansen, Network Marketing Legend Dayle Maloney, and the business training program "Planning to Succeed" for the United States Small Business Administration. Unlike others who simply create ideas, Lori has a proven track record of taking action to produce massive results.

Most importantly, display the bio in a prominent place on the Web site so prospects won't have to search for the information. Display a very short bio of 50-100 words in the bio section that says something very interesting and memorable. Then, put a longer version in the Web press room.

Your Web site can be among the most powerful tools to bring quality prospects to the door of your professional services firm. Make the most of cyberspace by sharing your biographical information in a manner that is beyond boilerplate and fabulous on every score. This single act could be among the smartest new business moves you make this year.

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BBB Business of the Year Deadlines are Fast Approaching

Nominate your company for Business of the Year at the [Better Business Bureau Web site](http://www.bbb.org). Relevant deadlines are as follows:

- **August 31, 2005**–Nominations due
- **September 14, 2005**–Executive summaries due
- **October 14, 2005**–Finalist applications due
- **November 3 and 4, 2005**–Oral interviews
- **February 10, 2006** – Awards luncheon

We have a proven track record of getting clients to winner's circle. If you'd like help, get in touch at 425-641-5214 or send e-mail to nancy@nsjmtg.com.

You are receiving this newsletter because we've worked on projects together to create valuable results 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. Thank you for your ongoing support, and best wishes for your continued success.

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