



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

Volume 3 - June 21, 2005

Congratulations to [Northwest Suites & Housing Services](#) and [EvergreenBank](#) for earning places on the 2005 *Washington CEO Magazine* Best Companies to Work For List. It's a privilege for us to work with winning companies with such great stories to tell.

Extreme Web Site Makeover for Air Van Lines Inc. is Complete

Visit [Air Van Lines](#) to read the new Web site copy we created for this premier Pacific Northwest transportation company. Creative collaborators on this project included Don Conrad at Red 3 Creative and Karen Bruhn. Reach Karen at k.bruhn@verizon.net.

Want to Launch Your Own E-Newsletter? We Can Help.

Let us be your source for quality e-newsletter content. Call or e-mail today for pricing and relevant details. We've even got a proven technology partner to make design and distribution easy for you. Call 425-641-5214 or e-mail nancy@nsjmtg.com

Words to Live By

"Have fun. Make money. One without the other isn't good enough."

-- Anonymous

E-Newsletters are Among the Top Lead Generation Tools for Professional Service Firms. Consider These Tips to Make the Most of Yours.

Dear Nancy S. Juetten,

According to extensive research conducted by the New Client Marketing Institute (www.newclientmarketing.com), e-newsletters are among the most effective lead generation tactics for professional service firms. The beauty of e-newsletters is that prospects *choose* to sign-up. This suggests that they are interested in what you have to offer, yet perhaps are not yet ready for a more involved relationship right now.

By sharing valuable how-to information and event invitations with potential clients on a monthly or periodic basis, you demonstrate your knowledge and specialization over time. When readers are ready to get into action with your particular area of expertise, you will be among the first professionals they call.

E-Newsletter Tips:

- **Extend a valuable offer** that compels readers to respond. Host a seminar to share your specialized knowledge, offer a white paper that shares valuable information, or stage a special event with a credible expert who can offer news and information from which your prospects can benefit.
- **Keep your e-newsletter short, sassy, and sizzling with quality content.** Lead with news and insights the reader can use, and leave just 20% of the content for a selling message about your products or services.
- **Make sure your e-newsletter has a professional look** that reflects well on your brand and professional image.
- **Avoid Mondays and Fridays when distributing your e-newsletter.** The best days for distribution are Tuesday, Wednesday or Thursday. The best time is just before noon.
- **Make it easy for new subscribers to opt in.** Update the contact page on your Web site with an e-newsletter sign-up form so your prospect list can grow with each visit to your Web site.
- **Make it easy for readers to unsubscribe with just one click.** However, reduce the chances by providing timely, newsworthy, and relevant information to solve your readers' real pain. A best case scenario is that readers will forward your information to others and create a larger pool of interested prospects with whom you'll have the opportunity to engage and potentially do business.
- **New Service:** If you are ready to put this powerful lead generation tactic to work for your professional services firm, get in touch. Call 425-641-5214 or send e-mail to nancy@nsjmtg.com.

"Client Seduction" Lunch-and-Learn Recap:

Lead Generation is a Top Business Priority

Forty-four business owners/executives attended our June 7 lunch-and-learn "Client Seduction" session with marketing coach and bestselling author Henry DeVries to learn proven lead generation strategies to help their businesses grow. On a scale of 1-5, with 5 being best, our guests rated the event a 4.5 for subject matter and presentation quality. Their overall impression of Henry DeVries as a speaker was 4.7. These are high marks, and we are delighted.

Prior to the event, we asked everyone to complete an executive briefing form to help us understand the very real pains they feel from a lead generation standpoint. The survey results indicated that:

- People aren't in front of enough new prospects.
- Prospects lack awareness of their firm.
- Other firms get more exposure than they do in the media.
- Prospects lack publications that demonstrate their credibility to their potential customers.
- Most believe their annual billings could increase by \$50,000 - \$250,000 if these challenges were overcome.
- The majority say the average lifetime billings from a typical client are in the \$100,000 - \$500,000 range.
- The majority consider lead generation among their highest business priorities.

Henry DeVries' lead generation strategies gave our guests many tools to consider to address this high priority. Henry will return to Seattle in late September. If you have interest in having Henry address your most valuable clients or organization members, get in touch by calling 425-641-5214 or sending 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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