



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

Volume Number 2, May 17, 2005

### Lunch-and-Learn with Henry DeVries:

June 7, 2005

11 a.m. - 2 p.m.

Conference Room, Summit Building, 320 Fourth Avenue NE, Bellevue, WA

This exclusive learning opportunity is free for active Nancy S. Juetten Marketing, Inc. clients. Friends of the firm can attend for just \$25.

RSVP by May 31, 2005.

Limited seats remain, and we are creating a wait list for the next event. Call 425-641-5214 or e-mail [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com) to indicate your interest and plans.

### Need Help Getting to the Winner's Circle?

We have a solid track record of helping our clients advance to the winner's circle in local and national award contests. In fact, our client, [Northwest Suites & Housing Services](#) just advanced to finalist status in the 2005 *Washington CEO Magazine* Best Companies to Work For Competition.

If your company has what it takes to win, let's talk about your story and how we can help you tell it.

### How-To Articles and Strong Web Sites Can Pack a Powerful Punch for Lead Generation and Sales

Sharing how-to information in the press can deliver dividends. When readers profit from and value your general advice, they often want to know more about how your specialized knowledge can address very real pain they are experiencing in their own businesses.

Readers may then visit your Web site, call you, and engage your services and expertise to your mutual benefit.

#### Case in Point:

Our own Steve Juetten wrote an article about benefits communications for the *Milliman Perspectives* national newsletter.

The content caught the interest of a leading Bay Area business decision maker, who "Googled" Steve and landed on [our Web site](#).

After conferring with Steve about the problem at hand and validating Steve's very specific expertise, Steve created a proposal to address the prospect's challenge. Best of all, the prospect signed a contract for a large scope of work.

If you need some help sharing your expertise with the media or bringing your Web site to winning status, we can help.

Special thanks to [Graphic Technologies Inc.](#) for creating our [winning Web site](#).

*To Inspire Your Great Performance:*

*"Don't ask yourself what the world needs. As yourself what makes you come alive, and then go and do that. Because what the world needs is people who have come alive."*

-- Harold Thurman Whitman

### Please Join Us:

## June 7 Lead Generation Seminar Featuring "Client Seduction" Author Henry DeVries

Only a Few Seats Remain.

Dear RecipientFirstName,

We have 38 confirmed event reservations for our June 7 "Client Seduction" seminar, and just a few seats remain. Act now to reserve your place by sending e-mail to [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com) or calling 425-641-5214.

You Will Learn:

- How to fill a pipeline with qualified prospects in 30 days
- 27 client seduction strategies to become a new client magnet
- The top 14 best tactics to generate clients
- New ways to use the Internet to find clients

Henry DeVries ([www.henrydevries.com](http://www.henrydevries.com)) is owner of the New Client Marketing Institute ([www.newclientmarketing.com](http://www.newclientmarketing.com)). An adjunct marketing professor at UC San Diego since 1984, he is the author of "Self Marketing Secrets" and the recently published "Client Seduction."

For those who have made the commitment to attend, please bring plenty of business cards and your appointment books, and have your "elevator speech" ready to share. You'll meet quality professional/creative services providers, bankers, financial services experts, and authors (among others) at this event -- many with whom you will want to do business. This is going to be a great session, and we look forward to having you join us.

### Award Wins Can Help Build Brand and Sales. Here's How.

Companies seeking credibility, a leading edge over the competition, favorable publicity, and a way to accelerate sales are gaining value from award contests that reinforce their core values, strategic initiatives, and marketing claims. Just as travelers rely upon the star rating system to choose a hotel or a Zagat survey to choose a restaurant, buyers of any variety of products and services want to spend their money with winners -- and they do.

In fact, a research study by Henricks & Senghal of the University of Western Ontario and Georgia Institute of Technology reveals that more than 600 quality corporate award winners had 37% more sales growth and 44% higher stock price return than their peers.

Here are a few more benefits to justify your investment of time and effort in award competitions:

**Get to "yes" faster.** Winning prestigious award contests can help unknown, unproven, or emerging companies better compete for and win new business. Award wins make choosing a company less risky for buyers and potential employees.

**Demonstrate ethics through credible endorsements.** If a prospect is deciding between quality companies, the company with the most stellar ethics as demonstrated by a Better Business Bureau award may have an advantage. As reports of corporate ethics violations become more commonplace, consumers are seeking out companies with track records of integrity. An award recognizing a company's integrity can help separate it from competitors.

**Support marketing claims.** Winning gives advertising copywriters more to talk about so cash registers can ring. When JD Powers & Associates grants awards for customer satisfaction, consumers listen. T-Mobile has a pattern of winning these prestigious awards. Is it any wonder that their billboard offers three words that say it all: "Bling, bling, (and) bling."

**Pack a powerful punch through publicity.** Favorable local, trade, or national publicity and word-of-mouth referrals often result from contest wins, filling the lead generation pipeline.

**Tip new business to your favor.** Just like Avis -- the rental car company with a reputation for trying harder to beat Hertz out of the number one position -- award winners may be perceived as working with greater diligence to demonstrate their value.

**Compel judges to become your customers.** Judges often visit award candidate's businesses because they like what they read in award applications and want to experience the company's services and products for themselves.

If you are convinced that award wins can pay off for your business and your brand, follow these tips when putting pen to paper:

**Prioritize.** Choose legitimate and prestigious contests that reinforce your company's core values, strategic initiatives, and marketing claims.

**Do the application justice.** Assign the task of creating award worthy entries to someone who has the passion, storytelling ability, and time to do the job right. Last minute efforts rarely deliver a winning result.

**Prove your points.** Call out winning ways in easy to read bullets. Share anecdotes, customer and employee testimonials, and press coverage to prove why your company is award worthy. Steer clear of hyperbole and "blah, blah, blah" commentary that will take up space and bore the judges.

**Meet and address all the award criteria.** Only then will you have a fighting chance to earn a place in the winner's circle. And be sure to submit entries on or before the deadline.

**Presentation counts.** When given the choice to make a hard copy presentation or send a fax, go with the hard copy every time. A fuzzy fax won't catapult your story to the top of the stack when compared with other applications with better overall presentation quality.

**Go in to win.** If you can't weigh in with a stellar effort, sit out the competition and save your time and money until you can.

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### Upcoming Recognition Opportunities and Deadlines

**Puget Sound Business Journal** - 40 Under 40  
July 5, 2005  
[www.40under40seattle.com](http://www.40under40seattle.com)

**U.S. Banker Magazine's 25 Most Powerful Women in Banking**  
August 2005  
[www.us-banker.com/MPWIB05](http://www.us-banker.com/MPWIB05)

Better Business Bureau of Western Washington  
Business of the Year  
September 2005  
[www.thebbb.org](http://www.thebbb.org)

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