



# PRESENTATION

*Plus* Corporate Communications

## By Design

Thoughts on Marketing and More from Presentation Plus

November 2008

We're Celebrating Our 20th Year!

NOW is the time to be planning for the coming year. Yes, even in this economy and YES, *especially* in this economy. It has never been more important To Plan ... To Prepare ... and To Be Visible in order to be Top of Mind, Always, with your best prospects. We are branding experts and insightful planners. We'll help you turn challenges into opportunities. *Read on ...*

### In This Issue ...

#### Four Steps to Marketing Success ...



An effective strategy recognizes that achieving marketing success is a four-step process. The critical first step is **Attention**: being Visible in such a way that your target audience is *aware* of your message. **Interest** must follow. Your message must speak to the target audience with words ... and in a voice ... that is relevant and *meaningful*. Without Interest, they will not look, listen, watch or read. These actions enable your Promise, your Reason Why, and your message to be absorbed, and are essential to creating **Desire**. Desire is what gets prospects to take **Action** ... by picking up

the phone, hitting Contact Us on your website or by visiting your physical (or online) store. You have to Be Visible to Be Found ... *and Heard*.

**Attention ... Interest ... Desire ... Action**. Now that we have your attention, give us a call at **623.537.0888** or email Lori Martinek direct at [pplisonline@cox.net](mailto:pplisonline@cox.net).

#### Taking It On The Road ...

### Words of Wisdom



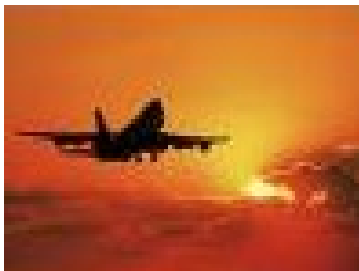
#### Put Yourself in the Path of Success ....

Successful entrepreneurs create their own opportunities for success. Why? Because they know that success is not accidental. *You have to make it happen ... and you have to actively look for opportunities* to make it happen.

Life is filled with opportunities: people we stand or sit next to, chance meetings, unplanned events, items seen or read, offered projects, ideas that seemingly come out of nowhere. We have to recognize each of them for *what they can be* if we want to achieve our goals.

Seek out opportunity and leverage it into something more. Watch for it. Evaluate it. Answer the door and build on it. Don't let it pass you by. Successful people are constantly watching for opportunity and, when they find it, they embrace it. They do not wait for success to happen. They make it happen ... one opportunity at a time.

We often hear about being 'on the road to success'. There is no one road to



**Lori Martinek** travels to Minneapolis with her MBAsylum partner Mary Trost in early November to present *Unleash the Entrepreneur Within!* at **WomenVenture 2008**. More than 2,000 entrepreneurs, mentor agencies and partners are expected to attend this statewide event, which will feature Jane Seymour as its motivational keynote. *Unleash!* is ideal for your SBDC or SBA business clients or for your college's entrepreneurship program. *Ask us how we can partner with you to offer it in*

2009 ...

### Looking ahead to 2009

*Creating a Winning Online Brand!* will be a featured workshop on February 7, 2009 at the **Women Entrepreneur's Small Business Bootcamp in Scottsdale, AZ**. The one-day conference is a exceptional learning experience for new, expanding and aspiring female entrepreneurs. [Learn more here](#) ...

Lori speaks to the **Entrepreneurial Mothers Association** on March 3 on *Marketing Your Business: Creating a Winning Online Brand* ... In August 2009, she'll make a return appearance at the (AZ) **Governor's Rural & Regional Development Conference**, which will be held at the Wigwam Resort in Litchfield Park, AZ.

**Now in the planning stages:** A one-day women's conference and a series of **Vetpreneur Workshops** to be held in conjunction with The E-Factory ... and at community colleges nationwide. [Learn more about E-Factory here](#).

**Ask us how we can help you plan** a customized one or multi-day conference event for aspiring entrepreneurs and existing small business owners in your area. It can be built on a revenue sharing system that minimizes or eliminates your out-of-pocket costs. [Check out MBAsylum for potential topics](#)....

## 20 Years and Counting ....



**Presentation Plus** is celebrating its 20th year (1988 - 2008). Our firm was founded in 1988 in Lake County, IL ... moved to McHenry County in 1990 ... and has enjoyed a presence in both Arizona and Illinois since relocating to the Phoenix market in 2005. We celebrated by redesigning our website from top to bottom ... [Check It Out Here](#).... kicking off a national speaking tour ... and signing up a variety of interesting new clients. Join the fun. [Contact us today](#) to start planning your 2009 projects. Our 1Q 2009 proposals are already being

inked ...

## Tuned In to Entrepreneurship



**Lori Martinek** will be the featured guest on the November 1 edition of the national radio show, **Business Owners ToolKit**. The show originates from Madison, WI and airs nationwide. Lori shared strategies for building your personal and company brands and promoted her book, *Be the Bulb!*, which will be published in January.

**Our latest (ad)venture** is **E-Factory** ... an innovative, amenity-rich business incubator concept dedicated to promoting entrepreneurship. The first prototype opened in October in Phoenix. Plans call for five additional locations to be up and running within a year (Gilbert, Chandler and Goodyear AZ; Dallas; Las Vegas) ... with a national rollout in full gear by 2010. E-Factories offer amazing space for lease, collaborative opportunities, supporting services, access to experts in marketing, banking, finance, accounting, technology and more ... a full array of top-tier workshops and learning opportunities ... and an

success, but there are a lot of paths and side roads. Knowing which path to take is where strategy comes in. Knowing when to step off the main road and explore a new path is where courage and creativity come in. Knowing when to stop exploring and put the accelerator down for a while in order to get closer to your ultimate destination is where experience comes in.

Opportunity is out there. If you are open to it and actively working toward your goals, it will find you. Better yet: Put yourself in the path of success by focusing on *what you want to achieve*. Immerse yourself in your topic. Think about it, read about it, talk about it. Actively look for and create opportunities to be successful *and you will be successful*.

You've heard this one too: 'Follow the path and see where it leads.' Opportunity is a path. It is a road that can move you forward, or present a new direction for achieving your goals. Be aware of and open to possibilities - and then act on them. Some will pan out, others won't. But you will never know what COULD have happened unless you follow the path for a while. ***In order to truly be open for business, we have to truly be open to opportunity.***

**We are strategic planning experts who identify key opportunities for our clients.** Call us at (623) 537-0888 today to discuss your goals for the coming year. We'll work with you to put you and your company in the path of success ... and in a position where your best prospects can't help but take positive notice.

**--- Lori Martinek, Branding Expert, Author and Strategic Planning Consultant**

### Quick Links

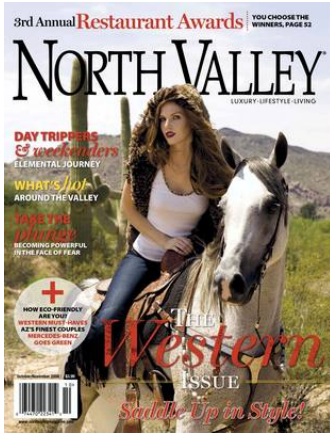
affiliation with **Club Entrepreneur**, the fastest-growing entrepreneurial network in the world. **Visit E-Factory** and **watch the video** to get a feel for the potential (it's huge!) ... and then go to **Club E** to join the E-revolution. Your next business partner may be waiting for you there.

**PATRIOT EXPRESS**  
TODAY GET TO RETIREMENT SOONER



**Also on the drawing board:** Taking the **Vetpreneur** partnering and business building concept national, through Club E and E-Factory, and driven by the **SBA's Patriot Express Loan Program**. Learn more about all of it at **SBA Online**.

## What We're Excited About ....

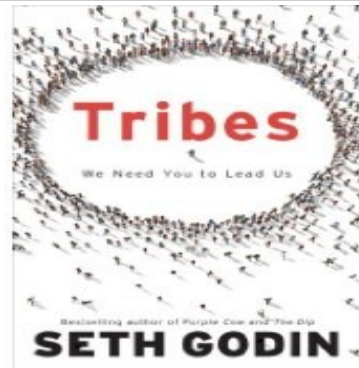


A newsletter we will be producing for the new **Illinois Community College Training Resource & Information Network**, beginning in February. We will provide full editorial and design services for this electronic quarterly publication.

A series of full-color ads that we designed for upscale retail client **Casa Paloma Home Interiors & Design** that is appearing in *Phoenix Home & Garden*, *North Valley* magazine, *AZ* and *Yes! Style* magazines, and in the highly targeted (and very upscale) *Oasis* resource book. Casa Paloma owner **Diane Maier** also writes a bi-monthly column in North Valley magazine that we produce. **Read it here**....

The strategic plan we are creating for **South Elgin Economic Development (SEED)**. We just finished interviewing community stakeholders and have begun production of an aggressive, business attraction and retention strategy that will guide economic development efforts in South Elgin over the next five years ...

## What We're Reading ...



**Tribes, We Need You To Lead Us, by Seth Godin.** This book is hot, hot, hot off the presses (just out October 16). Godin's latest 'bible' is about leadership ... and how Web 2.0 has made it possible for people to connect without boundaries, on an endless array of topics. So the question becomes: Who will lead these 'tribes', which are connected by a common passion or idea? 'Leadership is about passion and passion comes with opportunity.' I've been saying this all along. Passion also creates *purpose* ... a requirement for leadership, entrepreneurship and success in general. **Free Tribes Ebook from Seth**...

## And (Still) Coming Soon!

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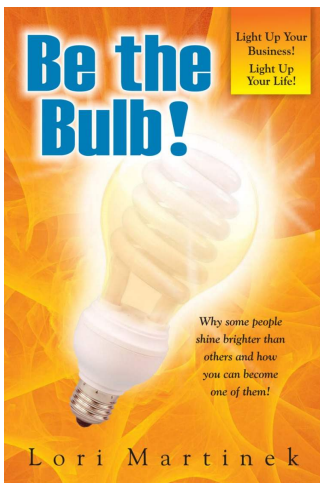
## Our Related Ventures

**MBAsylum** LLC  
Business Strategies  
That Make Sense



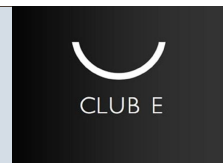
## Network With Us ...





**Be the Bulb!, by Lori Martinek.** Sometimes success gets in the way. We've been so busy with interesting projects for our clients that Lori's book hasn't made it to the publisher yet. It WILL be on its way in December ... and published in January 2009. (Guess what we're doing for Thanksgiving this year ...) [Reserve your copy online today.](#)

**Why You Should:** The topic is **Attraction Marketing**, a concept that combines elements of target marketing, personal branding and a powerful way of putting energy into the marketplace so that it attracts the type of people and opportunities that you, your company and your products need to be successful. We've built our company on this model for 20 years. *It works, and it will work for you too.* \$16.50 US, \$20.00 Canada.



Watch the Playbook Workshop!

[Join Our Mailing List!](#)

## Now THAT'S Interesting ...!

**A marketing firm that doesn't have to work very hard to market itself.**

It's true. Nearly 90 percent of our new business comes from referrals made by our Clients ... who are, no doubt, some of the most excited -- *and satisfied* -- people on earth. We consider this to be a great compliment to the quality of our work, our focus on personal service and our healthy respect for a deadline. Call us today if you know of a company or organization that could benefit from our services. We'll make you look good for recommending us!

**Lori J. Martinek**

Owner & Principal

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Visit our website at [www.pplusonline.com](http://www.pplusonline.com)

Read Lori's blog at [www.mbasylum.blogspot.com](http://www.mbasylum.blogspot.com)

Check out our other venture at [www.mbasylum.com](http://www.mbasylum.com)

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