

The Gift That Keeps On Giving

By Alan Tuckerman

For a business that depends upon happy, loyal clients (do you know any?), a well-chosen holiday gift is more valuable than diamonds. It can give your clients an initial glow of happiness, compliments of your business. But, the long-lasting part of the equation comes with a tastefully placed and printed logo, so the gift will be nice enough to occupy a portion of your client's desk that's just as visible and important as the computer and telephone.

Goal number one of the choosing process concerns the initial impression your gift makes. We call that the "wow" factor. It means choosing carefully so your clients will think your gift has been chosen with thought and care. It also means choosing something different so your gift doesn't compete with the ghosts of holidays past ... the long-forgotten bottles of wine and liquor, neckties, wallets and sweaters.

Your second decision is opting for a tastefully sized and positioned logo. If your logo is huge and brightly colored, chances are the gift will inhabit the trash basket instead of a prominent place on the desk. Gift givers tread a fine line between gifting and advertising. To cross that line means your client will know

that the gift is not really an expression of appreciation but poorly disguised promotion materials. But, do it right, and your gift will have a long life. As will your relationship with the client.

Of course, not all gifts are imprinted. Many people believe that it isn't a gift if it has a logo. "If my clients don't know who gave them the gift, my salespeople aren't doing their job."

Some recent choices that have made corporate gift lists are: custom flash drives, liquid-filled computer mouse and tape dispenser with the logo floating in the liquid, unusual picture frames, laptop products for road warriors, MP3 players and unusual coffee mugs.

A new and rapidly growing category of gift giving is "green" products. These not only show careful choice but also environmental friendliness. They can be everything from bags and pens to mugs and water bottles.

So make your list, check it twice and choose carefully; because if you don't, your competitors will. Visit us at www.evergreengifts.com or call 212-242-4438 to find out more information.

Alan Tuckerman is the President of Evergreen Corporate Gifts & Promotions, Inc.

How To Sell Your Business

How to sell your business: An exit strategy for business owners and baby boomers was the topic at the Chamber's Breakfast Before Business on September 5. Anthony Citrolo of New York Brokerage Inc., urged on-going vigilance and attention to detail in running a business, beginning with the opening of the business, in preparedness to sell when the time is right. This paves the way for an exit strategy.

There is so much information and data to gather at the time of a sale; organized, validated records, financials and honest tax returns must be presented. Citrolo cautions against avoiding full disclosure; trying to hide something backfires when it is revealed under scrutiny.

Selling a company on your own can lead to loss of confidentiality, resulting in a negative impact on your business. News of a potential sale of your company can lead to loss of loyalty among your customers and lack of faith about the quality of your service.

Customers begin to take their business to your competitors, and your volume begins to suffer just as you are trying to show strong figures to your potential purchasers. Be wary of competitors showing interest in buying you out – they usually are just trying to learn more about your organization and customers.

Citrolo's firm leads clients through the stages of selling their company – determining current value of the business and forward projections, prospecting for the right potential buyers, marketing the offer, conducting negotiations, and recommending the most profitable method of payment for the business.

During the meeting, Citrolo handed out a helpful packet of information, guidelines, and sample documents – financials, confidentiality agreement, letter of intent, offer to purchase. If you would like to contact Citrolo to receive a packet, or if you would like further information and assistance call 516-681-0530 or email Anthony@nybbinc.com.

Using The Power Of The Press To Promote Your Business

By Warren Woodberry Jr.

Ever wonder why big business and celebrities get all the press? With job cuts, layoffs and companies going overseas, it's becoming harder to compete for dollars and be recognized when the new 'It' girl or guy is getting all the attention.

You don't have to be Paris Hilton to get press. Owners of mom-and-pop stores and home-based businesses like yours are featured in the news everyday and you can be too! All you have to do is 'Expose Yourself!'

Many new businesses and entrepreneurs don't see the value in hiring a publicist, arguing that publicity is too costly or unnecessary. However, positive media attention can greatly benefit a business through an effective public relations campaign.

Try this: Turn on your television to view a news channel business story, then watch a commercial that grabs your attention. Now call a TV station, any station, and ask the advertising department what it would cost to air a commercial on your business, for 30 seconds any time of the day.

Chances are it would cost thousands of dollars to produce and air your commercial. And, guess what? The business you saw featured on that news channel, it probably didn't cost them a single dime to get on the air. Each day businesses become overnight successes just by being featured in the news due to an effective public relations campaign.

Positive media achieved through public relations can:

Increase revenue by driving more customers to your door.

Give you an edge over the competition. Legitimize your business, product or service.

Provide an outlet to announce new business to the public at large.

During my 15 years as a newspaper reporter, people I covered would later contact me and ask how they could get more positive press. They'd tell me my stories increased their sales, inspired people to send donations or move government or private industry to meet their demands.

I realized many talented people didn't know how to market themselves and needed help. I recognized an avenue for business and coupled that with my years of experience and started Woodberry & Associates - Public Relations.

From my interviews with the rich & famous - actor Robert DeNiro, model Christie Brinkley, singers Chaka Khan and Bono of U2, former New York City Mayor Rudy Giuliani and Senator Hillary R. Clinton - I was afforded the opportunity to ask the high-profile and influential, "How did you do it?" and they told me.

Now I share that experience for others to benefit, showing the little guy how to harness the power of the press and make the news work for them and their business like the big boys do.

Fred Bennett Jr., 30, cofounder of Home Bass Productions, a Seattle, WA music production company, sought a publicist to get his music heard by the right people in the right places when he finished his first album.

"The main reason I needed public rela-

tions was because I know a lot of businesses overlook that because they think it's mostly image and marketing," said Bennett, who contracted with Woodberry & Associates to produce and distribute his company's press kits. "It's vital in any business to have someone that can steer you in the right direction."

You don't have to pay thousands of dollars in short-term advertising when a publicist for far less money can show you how to get full-length features by dozens of media outlets over an extended period of time.

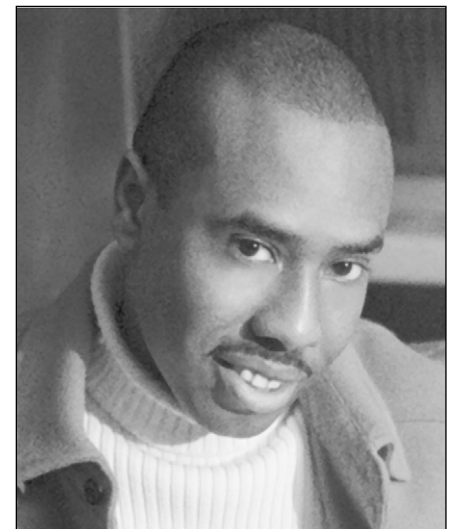
Publicity doesn't just mean landing a spot on the 5 p.m. news. It's about formulating an attractive presentation that gets results through press releases, press kits, media consulting, interview and press conference preparation, crisis management and effective marketing.

As an entrepreneur, you are your own best salesman. Start your own public relations by asking yourself these questions and following these simple, Do It Yourself Tips:

Why Would the Media Give A Hoot About My Business? Because reporters need stories and you have one to tell - you just don't know it yet. There's more to your business than you know. Develop ways to link yourself to popular and breaking news for media coverage.

So How Do I Get Them To Notice Me? Wear a cute outfit and you might get asked out on a date. Create an attractive press kit, media advisory, press release and other stuff the media adores to get their attention.

Uh Oh - I Got Their Attention Now



Warren Woodberry

What? Practice holding interviews and press conferences. Create talking points that are clear and precise in non-technical language.

More, More, I Like Being the Media Darling! Don't stop, keep it going! Keep your business in the news, build relationships with journalists and don't be afraid to go after national and international press!

Warren Woodberry Jr. is President of Woodberry & Associates - Public Relations. He is a former 15-year journalist who has written for New York Daily News, New York Newsday, Atlanta Journal-Constitution, Hartford Courant and Asbury Park Press. To inquire about his services visit www.wnaconsulting.com or call (212)560-2513.