

Relativity

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Bits of Our Best Knowledge for Your Edification and Enjoyment

An Occasional Publication of MC²

What's this?

Welcome to the first issue of **Relativity**, an occasional publication of MC². We've put together some bits of the best of our knowledge for your edification and enjoyment.

Let us know how we're doing! Call us at [920] 954-6474 or drop us a note via e-mail at energy@mc2advisors.com.

Listen to this:

"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution."



*Albert Einstein
Saturday Evening Post
October 26, 1929*

Look at that!

Your company's logo should be a distinctive stamp, not a weak symbol. Does your company's logo make a distinctive statement? Does it look like a strong, personal brand?

► **To Do:** Ask three of your best customers if your logo reflects what they believe about your company. Is your logo consistent with their beliefs? If not, consider a makeover or at least a facelift.

check this out:
<http://www.onlineconversion.com>

Convert just about anything to just about anything else effortlessly. Over 5,000 units and 30,000 conversions.

Try this!

The next time you talk to your best customer, learn something about your value to her company by asking, "**When my competitors call you, what do you tell them?**" Listen carefully to the response, because it may be surprising.

Consider this:

When you create a profile of the customer you'd like to do business with, you make it easier for you and your associates to recognize him when you see him. It also makes it easier to tell when you're *not* in front of him.

► **To Do:** Jot down nine characteristics of **your ideal customer**. Don't think too hard; just let your thoughts flow. Stretch to go beyond the usual demographics to consider what personalities work best with your company, too.

Have you heard?

"Working with you is very cost effective. I can't imagine that we'll ever have marketing in-house again. You're on call when we need you and the results we get are great."

*Robert Merriam, president
FNB-Fox Valley
Reflecting upon his
relationship with MC²*

Janet Teska Veum, president and owner
Brenda L. Timm, design/layout and production

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