

# Relativity

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Bits of Our Best Knowledge for Your Edification and Enjoyment

An Occasional Publication of MC<sup>2</sup>

## What's this?

Welcome to the second edition of **Relativity**, an occasional publication of MC<sup>2</sup>. We hope you find it useful, intriguing, practical, and thought-provoking.

Let us know how we're doing! Drop us a note via e-mail at [energy@mc2advisors.com](mailto:energy@mc2advisors.com) or call us at [920] 954-6474.

## Listen to this:

"I am also convinced that one gains the purest joy from spiritual things only when they are not tied in with earning one's livelihood."



*Albert Einstein  
To L. Manners  
March 19, 1954*

## Look at that!

We've finally launched our new website: [www.mc2advisors.com](http://www.mc2advisors.com) You'll find samples of our work, quotes from Albert Einstein, and copies of past newsletters.

► **To Do:** Take a look at your own company's website as if it's the first time. Would a newcomer know what you do instantly? Would they know why they should work with you? Is it easy to contact you by e-mail and phone?

**check this out:**  
<http://www.ceoexpress.com>

Billed as a business portal "connecting busy executives to information that matters," this incredibly useful site offers shortcuts to a wide variety of web resources.

## Try this!

Take ten minutes with your top people and answer this question: "**If money were not a barrier, what could we do that would delight our customers?**" Just brainstorm. Don't naysay. See what ideas pop to the surface and do some test-driving later to determine if one might fly.

## Consider this:

As you complete your marketing plans for 2004, consider adding sponsorships for fine arts, sports, and other community events. **Sponsorships can work hard for you** when you treat them as integral pieces of your marketing plans.

► **To Do:** Don't let those myriad requests for sponsorship support creep up on you throughout the coming year. Compare your ideal customer profile to the various audiences of non-profit groups' events and make your sponsorship budget deliver results.

## Have you heard?

"You've done excellent work for the YMCA and I will tell everyone who asks me how lucky they would be to have you assist them."

*Fred Hauser, president/CEO  
YMCA of the Fox Cities*

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