

## **In this Issue:**

- Atlanta consumers are hustling to our new [holiday guide](#) - packed with tips and tools for the season.
- Kudzu.com in the Atlanta Business Chronicle - link to the article and read other [recent press](#).
- We're kicking off a new advertising campaign - see our marketing update below.
- Use networking this holiday to beef up your business. We have some hints to share!

### **Kudzu.com Works for Me!**

**"A full 90% of the calls I get from Kudzu.com lead to sales!"**

"Kudzu.com is our best source of quality leads. Because people read our reviews and visit our website before calling, they already have knowledge about our cleaning process and our business philosophy," explains Courtney Vice, co-owner, along with her husband Jason, of Accu Care, a company specializing in carpet and upholstery care. "A full 90 % of the calls I get from Kudzu.com lead to sales!"

Follow Courtney Vice's lead-and get more quality leads for *your* business. [Contact sales now](#) and find out how you can maximize your presence on Kudzu.com.

### **What's New at Kudzu.com**

#### **Still Time to Get in the Holiday Guide!**

The 2006 Kudzu.com [Holiday Guide](#) is turning in to the most comprehensive go-to place on the site to date. That's because the holidays touch everyone in some way-whether they are buying gifts, decorating or entertaining, or just trying to keep their sanity and spirit during a hectic time of year.

With dozens of helpful articles and quick connections to everything imaginable, from costumes to caterers, car detailers to counseling, the Kudzu.com Holiday Guide makes making holiday connections easy. Be sure you connect with consumers who need your services this holiday season. [Click here](#) to advertise in the Kudzu.com Holiday Guide.

#### **Atlanta Business Chronicle Spotlights Kudzu.com!**

Did you catch the great story about Kudzu.com in last week's *Atlanta Business Chronicle*? Sure, we all loved reading an interview with our very own general manager, Tom Bates. But to hear our Kudzu.com advertisers tell about their



amazing success in their own words! Wow! [See what your fellow service pros had to say about Kudzu.com](#) or check out other [recent press](#).

- Want to be a success story, too? Call an account manager at [866-338-1027](tel:866-338-1027) to find out how you can make the most of your presence on Kudzu.com.
- Already have a great story to share? [Let us know about it!](#) We love to feature service pros who've been helped by Kudzu.com!

Featured Listing

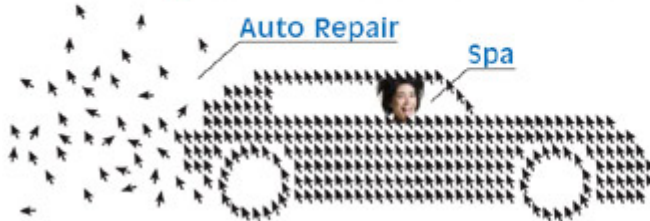
**Chateau Elan Golf Gift Certificates** - Make terrific office gifts, especially for that someone who appreciates the pleasure of two Golf Digest top rated championship courses. Spa Gift Certificates also available. [www.chateauelan.com](http://www.chateauelan.com)

### Kudzu.com Ad Campaign Debuts


Kudzu.com is everywhere this December as we roll out a new ad campaign in all four of our markets-Atlanta, Las Vegas, Phoenix and San Diego. We'll be reaching consumers via TV commercials, print ads, radio spots, direct mail, outdoor billboards and web banners. That means awareness of Kudzu.com will be higher than ever.

Make sure you're ready when consumers in these cities search. Is your profile up to date? Are you using all your features? Would you benefit from showing up higher in search results or more often throughout the site? Would it make sense for you to advertise in other cities besides Atlanta? [Contact Luci now](#) and find out how you can maximize your presence on Kudzu.com as we maximize our exposure in Atlanta and beyond!

“ **My car needs a makeover and so do I.** ”



**KUDZU.com**  
The easy way to find  
Atlanta's best services



# Kudzu.com Power Tips

## Networking Know-How

Wanna' see some net results this holiday season? Don't miss prime networking opportunities! All those parties and special events present chances to connect with people in a casual way and pave the path for future business dealings. What's more, you have a unique chance to spread goodwill and cross paths with people you might not meet other times of the year. Here are some hints to make your holiday networking as effective as possible:

**Keep the hard selling at home.** Holiday parties give you a chance to establish and build relationships--and future selling will benefit from the relationships you develop now. Engage people in conversation. Find out a bit about them and then, later, spend a few moments checking out their websites or other info they referenced. Follow up with hand-written notes commenting positively about something you learned about them or that you discovered you have in common.

**Be available.** If you do happen to offer a service that is in short supply during the holidays or that is particularly useful, don't hesitate to drop a friendly email to your contact list letting them know that you are around and available if they need you. The holidays sometimes present an unexpected chance to pick up new business because customers' usual service pros may be unavailable.

**Make a list and check it twice.** Keep a running list of new contacts you've made and review it after the holidays to see if there might be a possibility for business.

**Enjoy.** You've worked hard all year. Being self-employed often means there are no clear lines between work and home life. Give yourself permission to take a little time off and enjoy the fruits of your labor. You'll be refreshed and raring to go when you return--and you'll have a contact list of primed prospects waiting for you.

This email was sent to: [lee.jaffe@cox.com](mailto:lee.jaffe@cox.com)

This email was sent by: Kudzu.com  
6205 Peachtree Dunwoody Road Atlanta, GA 30328 USA

View our business agreement - [view our policy](#)

Please do not reply to this email as it was generated from an administrative account that is unavailable for incoming email. If you would like to correspond with us, please use the [Did Kudzu.com help you?](#) link located at [Kudzu.com](http://Kudzu.com). Please do not respond to this or any other email from [Kudzu.com](http://Kudzu.com) with your credit card information, user name, or password.

