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What's New at Kudzu.com

Polish Your Elevator Pitch



You only have a few seconds when customers visit your profile to hook' em, so give it your best shot. Think in terms of an "elevator pitch," as in "I'd better let them know what I can do for them before that door opens." Does your marketing description currently do that? (And if you have a Basic Profile, this may be reason enough to [upgrade to a Premium or Preferred Profile](#), since you are missing out on this chance to sell your business services).

Here are some hints to help you make your marketing description work hardest for you:

- **Avoid the word "I."** Customers want to hear what you can do for *them*. Focus on the benefits of what you offer and the problems you solve for the consumer (or problems you can help customers avoid in the future).
- **Let your personality shine.** Folks like to know they are working with real people in their community. That's the beauty of buying local. Don't be afraid to tell your story. Give a little history. Share your business philosophy. Be *real*.
- **Tell people what is different about your business.** Do you offer a faster, better, more affordable, more thorough or more convenient service than your competitors? Do you have more experience? Do you do something completely unique? Do you give back to the community? Differentiate yourself and stand out.

If you think your marketing description could be improved, take a few minutes now and [change it](#). See how it works. Ask friends and long-term customers to let you know what they think about it. Track what kind of customers it attracts, and see if they are the type of customers you want. With Kudzu.com, you can change and revise any part of your profile

whenever you want, so it's a great way to test-drive different descriptions, photos, offers, and more.

Give Your Contact Information A Fall Cleaning

The only constant is change, or so they say, and that's certainly true when it comes to business. We hope that your profile on Kudzu.com has helped your business change in many positive ways (please [let us know](#) if you would like to be featured in our section **Kudzu.com Works for Me!**).



However, if your contact info has changed, and you have not updated it on your Kudzu.com profile, we can't continue to help you connect with customers! Please give your information a quick look and update anything that is incorrect—website, phone numbers, address, contact names. [Go to your profile now](#), and give it a quick "fall cleaning."



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Kudzu.com Works For Me!

"The positive reviews I received turned Kudzu.com into a pot of gold for me!"



Buddy's HandyWork's profile on Kudzu.com in San Diego helped owner Buddy Hendrickson double his business in less than six months. It was no surprise, therefore, that one of the first things Buddy did when he relocated to Denver, Colorado, was switch his Kudzu.com profile to that city now that Kudzu.com is available nationwide.



"I found out about Kudzu.com in San Diego because of ads I saw, and I knew I wanted to get in on it at the ground level," explained Buddy. "Then, the positive reviews I received from my customers turned Kudzu.com into a pot of gold for me. I am amazed and extremely grateful for what Kudzu.com has done for my business. Word-of-mouth marketing, like Kudzu.com, is the key to any business, especially when it comes to service."

Follow Buddy Hendrickson's lead—and get more quality leads for *your* business. [Contact Kudzu.com Sales](#) now and find out how you can maximize your presence on Kudzu.com.

Kudzu.com Power Tips

A Plan of Attack for Marketing Your Business

As you know from our article last month about business plans, marketing is a key part of your plan. But marketing itself is such an enormously important topic, we thought we would give you a bit more on it this month, because, frankly, if you can't get the word out about your business and attract and retain the customers that will make you profitable, who cares about the rest of the plan? So let's talk about some of the basic things to consider in your marketing plan.

- 1. Identify your business.** Once you have a clear identity, coming up with your elevator pitch and marketing description (see first article) will be a snap. What is it you do? For whom? When? Why? How?
- 2. Compare your company to others that offer similar services.** Who are your competitors? What do they offer? What are their strengths and weaknesses? How do you compare on services, price, quality?
- 3. Understand your marketplace.** How is your industry doing in the marketplace? What factors affect it? What are some changes that may impact your company?
- 4. Determine your goals.** Do you want to sell more services or higher-priced services to existing customers? Get new customers? Reach more customers in your existing service area? Expand your service area?
- 5. Promote your business.** What tools or methods can you use to promote your business? What is your marketing budget? What is your brand message? How will you measure results?

If you haven't thought much about marketing your business, these questions should give you a good start. However, a detailed marketing plan takes time and expertise, and you may find it helpful to hire a marketing specialist. If you're already clear about your marketing goals, don't hesitate to [contact Sales now](#) and let us know what it is you want to achieve. We can show you how Kudzu.com can be an even more powerful part of your plan.

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