

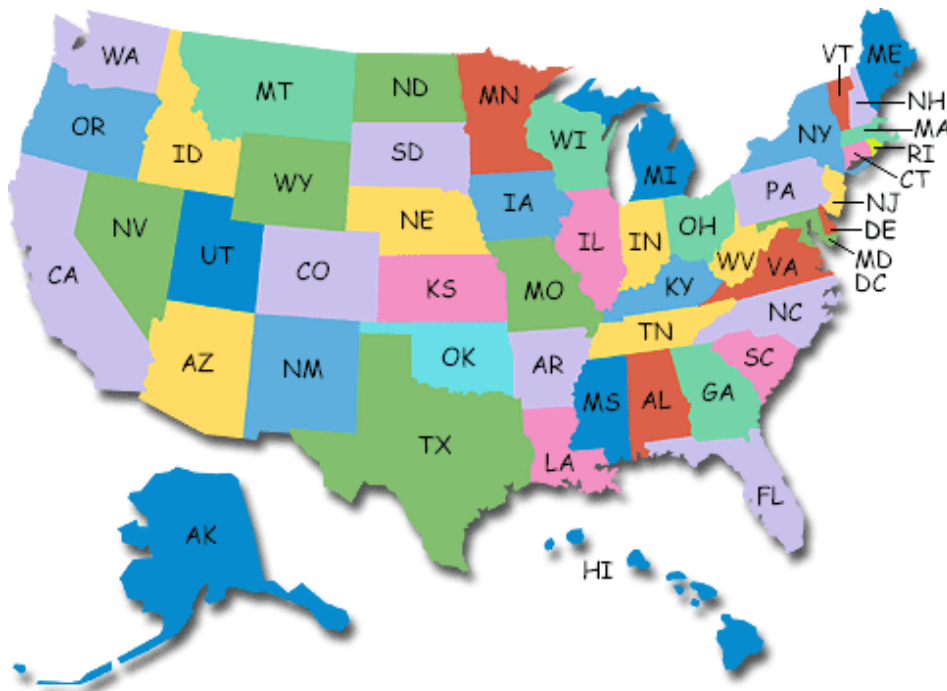
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What's New at Kudzu.com

Kudzu.com Now Available Across the U.S.!

You did it! You showed such overwhelming support for Kudzu.com, and you've shared such powerful success stories with us, that we decided to make Kudzu.com available to all service businesses across the country. Now, consumers will find national coverage when they go to Kudzu.com to search for a local service company.



Tell your friends and family members who own businesses in other cities, professional association members, fellow franchise owners, and anyone else who may benefit from a business profile on Kudzu.com that we are currently offering premium profiles at no charge through 2008 (a \$900 value) specifically in these new areas of coverage. Forward this [coupon code](#) to them, and help them connect to ready-to-buy consumers in their neck of the woods!

The more you help us grow, the more we can drive consumers to our site—and to your listing.

We've Added More Categories



Our Southern and Southwestern cities don't really have a need for snowplowing services, but now that we've expanded across the country, whole new categories of service businesses have appeared! We've used this opportunity to add new categories and refine some of the ones we already list, based on your valuable feedback and good ole' common sense. For instance, document shredding really isn't the same as waste removal, and now we've given it its own category. The whole remodeling category needed some expanding as well, and we think we've "nailed" that one. Take a look at our latest [category list](#) and double-check that your business is in the category that best defines it. Still don't see your category? [Let us know](#). We keep improving things as we grow.

Compete Against the Big Guys, and Win!

A recent Kelsey Group study showed that business owners who built profiles on listings sites had fewer incidents of consumers hitting the "back" button. Lesson? Build your profile to the best of your ability! You can work on it a little bit here, a little bit there, until you get it just the way you want it (just save your changes along the way!). And, you can change it as often as you want, to feature new information, change prices or special offers, provide seasonal services, or test different information to see which pulls in more qualified leads for you.

The best part? You are in charge of your profile, so you have control over its look and content, and you can access your profile any time of the day or night to work on it at your convenience. [Spend a few minutes now](#), and make sure you put your best face forward.

Kudzu.com Works for Me!

"Now that Kudzu.com is national, I'm recommending it to franchisees in other cities."

Brown's Chem-Dry Carpet & Furniture Cleaning specializes in a wide range of carpet care services, from carpet cleaning to pet odor removal, Oriental rug cleaning to carpet repair and reinstallation. Patrick Idol owns and operates five Chem-Dry franchises in West Georgia. His profile on Kudzu.com has made him rethink his advertising budget.



“I spend \$4,000 a month on Yellow Pages, and I get nothing,” Patrick stated. “Once that contract is up, I’m canceling Yellow Pages and increasing my presence on Kudzu.com. I called plumbers who have Kudzu.com premium listings, and they say they get great results. I already get 3-4 calls a day, with an 80% close rate. We’re confident that boosting our Kudzu.com presence will bring us even more business. Now that Kudzu.com is national, I’m recommending Kudzu.com to Chem-Dry franchisees in other cities.”

Follow Patrick Idol’s lead—and get more quality leads for *your* business. [Contact the Kudzu.com sales team now](#), and find out how you can maximize your presence on Kudzu.com.

Kudzu.com Power Tips

Put a Business Plan to Work for You

What?! You don’t have a business plan? Don’t worry. Many small business owners don’t. They began by offering a service, grew their business, and kept it going year in and year out, without a formal written plan. That doesn’t mean they couldn’t benefit from a business plan, however. Business plans are useful for internal use—for goal-setting, strategic planning, and determining the viability of new products or services, for example. But they are critical for external uses such as applying for a loan or seeking investors, both things you may want to do if you find yourself at a critical crossroads in your business growth. A business plan takes time, yes, but it can save you time in the long run by focusing your efforts on profitable parts of your business, revealing problem areas early enough to fix them, and giving you access to essential funding you may need for expansion.

Here are things to keep in mind when writing a business plan:

- Most business plans are 30-50 pages long. Any longer and it’s time to edit down.
 - You can find sample business plans and templates online. Try the Small Business Administration at www.sba.org or www.bplans.com. Most business plans include about a dozen sections—from marketing analysis to management team, company profile to financials.
 - A one-page executive summary makes it easy for outsiders to give your business plan a quick consideration, and it provides a handy goals-at-a-glance for your internal executives.
 - Be clear in your goals and specific in your tactics to achieve them. Fewer goals and more tactics is a better formula for success than the other way around.
 - Be conservative in your projections about profits. Better to be surprised by success than sideswiped by failure.
 - Get the numbers right. Profit-and-loss, cash flow, break-even analysis. It all matters. If accounting is not your strength, hire someone for whom it is.
 - Consider a consultant. There are professionals who specialize in writing business plans. It’ll cost you, but you may just need to bite the bullet if you’re stuck and you want to put your best foot forward.
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