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KUDZU®

Share your favorite businesses.

The Kudzu Advantage



New Feature: Generate New Business Connections

Wouldn't you like to be able to get more referrals from fellow business owners? Well now you can! On Kudzu.com, you now have the ability to create a business network, allowing you to endorse and be endorsed by other businesses whose work you respect. Not only does this allow you to help one another grow your respective businesses, but it is also highly valuable to consumers searching for

local service providers on Kudzu.com. So when customers ask you to recommend other businesses that provide complementary services, now you can send them to your Kudzu profile to see which companies you endorse. This new feature is just another of the many ways you can enhance your Kudzu profile.

Here's how it works:

- Log in to your [Kudzu Business Center](#)
- Under **Manage Your Network**, click on the link entitled "**Your connections**"
- You will then have the option to:
 - **Send invitations by email** by entering a list of email addresses or importing them from your address book
 - **Search for businesses on Kudzu** using name and zip code, and an email will be sent to them directly

When a business accepts an invitation to join your network, your business name will appear on their Kudzu profile as a referring business, and their business name will appear on yours.

If there are businesses you want to recommend to others - and who you would like to recommend you, send them an invitation to join your network on Kudzu. Connect on Kudzu, and start sending more business each other's way today!

Business Success Center

Tools For Your Small Business



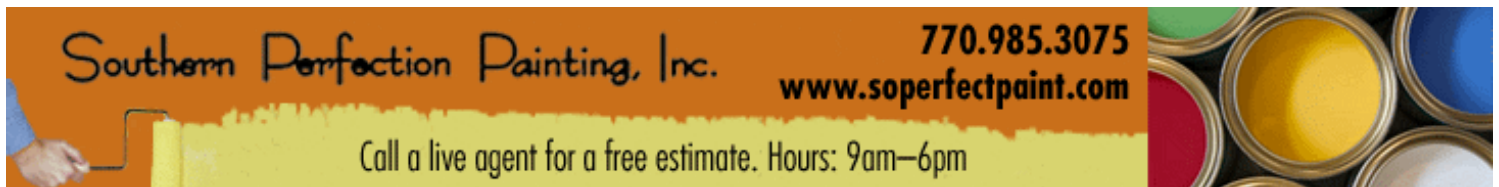
10 Sources for Expert Opinions and Testimonials

By: [Susan Gunelius](#)

A great way to bring authenticity to your advertising claims is with expert opinions and testimonials. Nothing helps to give your copywriting claims greater credibility than a prominent figure or person who is knowledgeable in the field of your business stating why your business is wonderful.

Following are 10 sources of expert opinions and testimonials you can tap into to make the copy in your next ad campaign even more believable to consumers:

[Read more...](#)



Southern Perfection Painting, Inc. 770.985.3075
www.soperfectpaint.com
Call a live agent for a free estimate. Hours: 9am-6pm

"Enhance Your Profile" Photo Contest Update and FAQs

Don't forget to post photos of your business and your work on Kudzu, and you will be entered to win a digital camera from Samsung. Photos will be judged based on the following:

- business-related
- enhance your business profile on Kudzu
- family-friendly
- newly uploaded (photos already posted on the site do not count toward the contest)
- uploaded between July 15 and July 31, 2008



Copies of each photo must also be emailed to: michael.taylor@coxinc.com. For additional contest rules and information, [click here](#).



Frequently Asked Questions

Where can I get a copy of the rules and regulations for the contest?

You can find the rules online [here](#) . You can also request a copy of the rules in writing by sending an email to Michael.Taylor@coxinc.com.

How will you know if I added photos to my profile for the contest?

In addition to uploading your pictures to your profile, you'll also need to email copies of them to Michael.Taylor@coxinc.com. Without the email we will have no way of knowing who has uploaded new photos for a contest submission.

Can I submit a photo from my vacation or of my family?

The Kudzu "Enhance Your Profile" contest is only open to submissions directly relevant to your business (i.e. office, employees, your business in action, etc.).

Please note: We ask that all participants please include their name, company name, phone number and email address with each submission.



Final reminder: be sure to register for the [Southeast Building Conference](#) in Orlando, July 31 to August 2, 2008. With more than 1,000 exhibits of industry products and services on display, this show is a must for all industry businesses to attend. Plus, s how visitors can enjoy a free lunch in the exhibit hall on Thursday and Friday, and each day the exhibit hall also offers prize giveaways.

In addition, you won't want to miss the Charlie Daniels concert, exclusive to SEBC attendees. Join Kudzu for pre-show fun with karaoke and **FREE beer**. You'll have to hurry though--tickets for the concert are selling out fast!

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