



"Kudzu brought us 17% of our leads so far this year - leads we would not have had otherwise."

With the price of gas and the sluggish economy, it's tough out there for small businesses. In these times more than ever, quality counts when consumers shop around. Just ask Lilly McCune, co-owner along with her husband J.D., of

[Desert Sun Installations](#) in Scottsdale, Arizona. She notices that consumers are getting more and more bids for their jobs and that businesses without websites, credentials and positive reviews are simply not going to get the business.

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

Think About Your Links!

A Little Outside-the-Box Thinking Can Mean More Business for You!

Quick - name three businesses you would recommend to your clients. Chances are, these are the businesses that offer the most complementary services to those you offer. If you're a painter, this might be a handyman, a plumber and an electrician. But what about that pediatrician whose office you painted, the one whose waiting room seemed lively and patients seemed pleased? And how about that hair salon ceiling from last week? You were there long enough to know that was a quality operation. What's more, when you're not running your business, you're a customer, too. Where do you like to work out? Who is your dentist? Who did you choose to help you buy your home? Network with other businesses on Kudzu.com, and get an edge in today's tough economy. Remember - when you link to someone else's business, they link to yours as well, so you should feel confident endorsing the business and the work they do.

Now it's your turn! [Start connecting](#) to other top-quality businesses today. You'll be surprised how strong your network is already.



5 Networking Tips to Market Your Business in a Slow Economy

By: *Susan Gunelius*

One of the first expenses businesses cut from their budgets during economic downturns is marketing investments. The old adage, "you have to spend money to make money," sounds good in theory, but when everyone around you is feeling the pinch, it's hard to invest money that you need to pay the bills on a new ad campaign.

With that in mind, it's essential that you don't give up your marketing efforts entirely during slow economic times. There are many ways you can drive a buzz about your business and products with a minimal investment or no investment at all other than your own time. One of the best marketing tactics to pursue during an economic slow down is networking. Talking with people, particularly key influencers and people with their pulses on the consumer audience, can bring short term and long term benefits to your business and your bottom line.

[Read more...](#)

And The Winner Is. . . .

Posting photos of your work helps you click with consumers, that's for sure. Most effective are photos that show samples of your work, including before-and-after shots, your staff and your office. Not only do folks find photos through your profile, but they also click directly from the Kudzu homepage to the [Photo Center](#).

Congratulations to the winner of the Kudzu "Enhance Your Profile" Photo Contest:

[Bertolli Floors](#)



Congratulations also to our runners up:

[Creative Contracting, Inc.](#)

