

September 23, 2008



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## Stand out from the crowd

With so many companies out there in the marketplace offering similar services, your Kudzu profile can be used to your advantage to help differentiate your business and stand out above the rest.



## Let your passion show

*By Pattie Baker*

The business profile video for Market Street Veterinary Clinic in San Diego makes it evident that Dr. Raffy Dorian is passionate about his job. He sounds so comfortable, smiles naturally, shows his staff and location confidently, and he even shares a little tidbit from his childhood about how he used to bandage his dog, no doubt suggesting the path his career would take.

People like passion. People like feeling that they are putting their business (and their pets, their family, their car, their home) into the hands of someone who really loves what he or she is doing. I'm guessing it's because we know, from human nature, that if someone loves his or her job, that person will most likely put more effort and care into the challenge at hand.

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## Accentuate the positive

*Kudzu helps your business stand out from the crowd*

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Remember the Bing Crosby song, "You've Got to Accentuate the Positive"? Well, his old message still rings true to this day.

In today's highly competitive marketplace, you have to use all the tools at your disposal to show consumers what you can do for them. Doing things halfway is only going to get you a half-hearted response. That's because it's a buyers' market right now, and buyers are even more discriminating. Many are gathering more bids than ever before for their jobs, and they want to be extra sure they are making smart decisions with their increasingly-limited dollars.

What's more, people process information in lots of different ways. Some people will read your credentials, your business description and every last word of body copy on your website. Others want pictures, and lots of them. Some want to see and hear at the same time, so that's where video comes in handy. And many want to know what others think of you, so keep encouraging your customers to write reviews.

Hedge your bets that you'll look your best to prospective customers by including up-to-date versions of all these features on your Kudzu profile. Need to put some prospects over the top? A timely coupon or deal should do the trick.

Take a few minutes and [update your profile now](#).

## **Last chance to fill out our survey and be entered to win a gas card**

*Help us help you*

This week is your last chance to complete the Kudzu survey and be entered to **win a \$100 gas card** (and who couldn't use that!). This survey will take less than 5 minutes and is made up of only 11 short questions. Please help us keep up to date with your needs and preferences. The survey will close this Friday, September 26, at 5:00pm Eastern. [Click here to complete the survey](#).

## **Kudzu tip of the week**

*Offer deals and special promotions*

Another way you can stand out from the competition is by using the Deals and Discounts tab on your Kudzu.com profile to offer specials that will help draw customers in. You can offer a straight discount on services, or you can also give specials to first-time customers, frequent customer loyalty programs and promotions for customers that refer additional business to you. Once you have an opportunity with new

customers, your superior customer service skills and high-quality performance will keep them coming back again and again!



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