

December 30, 2008

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## Planning ahead

'If you fail to plan, you plan to fail' may be a popular saying among sports coaches and army generals alike, but there is a nugget of truth in this statement for businesses as well. What better time for planning that at the end of one year and the beginning of another? The blank page of January 1 provides us all with a fresh chance to embrace the challenges and opportunities of the year ahead.



## Take charge of your business growth in 2009

*Planning ahead helps ensure a successful new year*

What are your goals for your business in 2009? To grow your fleet? To expand into new service offerings, neighborhoods, or office space? To acquire new skills in order to attract business that requires a higher level of expertise? Take some time to consider your goals, take advice from trusted friends, and take charge of the direction in which your business grows in 2009.

Once you have determined your goals for the new year, you can then put Kudzu to work for you. Reach more ready-to-buy consumers with your expanded or revised messaging. Stand out from your competition by showing up more often in search results and other relevant environments (such as Kudzu Guides, the Kudzu Virtual House, and the Kudzu Advice section). Demonstrate your services through photos, video and a link to your website, and be sure to showcase your credentials.

Don't forget to touch base with your Kudzu Account Manager for insight into how to best put Kudzu to work for you to meet your specific goals for the new year. You may be surprised at how affordable and creative some of the options can be. [Contact Sales](#) now to arrange a meeting.

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

## Holiday greetings

By Luci, Kudzu.com Client Concierge

As the year draws to a close, it's a natural time to reflect on all the changes of the past 12 months and prepare for the new year ahead. Whew, have there been some changes this year! It hasn't been boring, that's for sure.

Change can be an opening door for opportunity. I know from personal experience that it doesn't always look that way at the time, but keeping a positive attitude and knowing that things do get better go a long way toward helping manage all of your responsibilities.

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## Consumer review spotlight

See what user *sko* has to say about [Sundial Plumbing Services](#):

### Reputable, reliable and great follow up

When I initially called Sundial, the rep who answered the phone was extremely helpful and had a plumber out the same day and at the time they quoted. The plumber was extremely thorough and took the time to educate me about preventative measures, etc. Also, in addition to receiving a survey form, I also received a follow up call to check on the quality of my service. They are not only skilled but offer superior customer service...and that is a tough combination to find nowadays. I would definitely use them again, should the need arise.



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