

kick it up a notch!

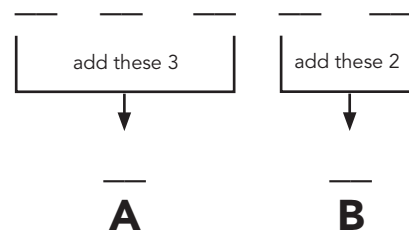
want to get noticed? here are ideas, tips & wisdom to help connect you with clients in strategic and powerful ways! • issue 2 • april 2010

When my perfect prospect is ready to buy, boy do I want to be the first one on the top of their mind! That's the greatest place to be. And with a little effort, clarity and consistency it's easy to do. Businesses of all sizes spend untold resources and dollars every year making themselves visible. Sometimes to the wrong people. Being top of mind is one thing, being on the top of your perfect prospect's mind is another. Success can be the difference between marketing to a ton of people and marketing to the right people a ton of times. **Boiled down, we believe...**

MIND SHARE = MARKET SHARE

	no	not sure	sometimes	more than not	absolutely!
① I consistently get in front of my perfect prospect.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
② I get plenty of referrals to achieve my goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
③ My prospects know about my products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
④ I ask for business and referrals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
⑤ I keep in touch with my existing clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
⑥ I am proud to send out my marketing materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
⑦ I have tools to fuel my sales efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TOTAL



Is A bigger than B?

Make 2010 the year you increase mind share and capture more market share.

Is B bigger than A?

We bet business is good! Bravo!
(And of course, call us if it's time to kick it up another notch)

Strategy. Design. Implementation. **Results.**

Karla Chin and Kristen Schuerlein are owners of Design Duo Inc., a creative studio that works with passionate business owners and independent professionals committed to increasing their visibility to improve the bottom line.

