

Brown & Martin's

newsletter

Chip Martin Interviews Thom Fielding

Executive Vice President of **BLUeLine Equipment**



Chip Martin

CM: It sure is a nice office you have here at **BLUeLine's** manufacturing facilities in Prescott, Arizona,

that reach and influence our customers. You make sure everything ties together. You even produce our highly popular newsletter.



Thom Fielding

CM: By the way, why did you decide to use a simple, one-color newsletter to promote your products when there are so many high-tech communication options available?

TF: I thought the newsletter was your idea, Chip?

CM: Not a chance.

TF: That's too bad. The whimsical newsletter B&M produces for us is one of the most successful marketing tools we use.

CM: Come to think of it, I was at the meeting when the newsletter was first discussed...

TF: I was somewhat dubious that distributors and dealers would take time to read a manufacturer's newsletter.

CM: See, I knew we agreed. What's dubious mean? By the way, how do you know prospects read your newsletter?

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Designing Woman

Jaime Klemp has joined B&M as our new Multimedia Designer/Developer, which means she works in both our IT Division and our Marketing Division. It's not an easy task working with both nerds and creatives, but Jaime moves easily from designing web sites to laying out newsletters. You can reach Jaime at Jaime.Klemp@bmpr.com or by calling B&M and asking for extension 102. She's here to help, so, "Get to know her!"

Once he learned that B&M had hired an in-house designer, the editor of this publication wasted no time putting her to work... painting his office. Here, a B&M supervisor checks on Jaime's progress.



Promote Your

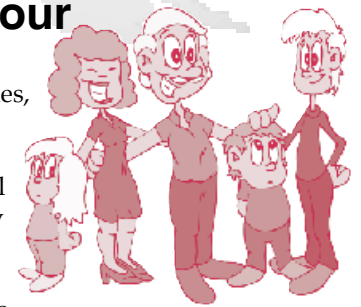
With corporate America tarnished by scandal, some companies, large and small, have the marketing chance of a lifetime.

Family-run businesses are well positioned to reap rewards if they take advantage of their status.

Research indicates that family businesses are perceived as being of higher quality and more trustworthy. Why do you think Bill Ford, the great-grandson of Henry Ford, shares his personal feelings about cars in Ford commercials? Budweiser and Coors use grandsons in their advertising for the same reason. S.C. Johnson has launched a "family" campaign and E&J Gallo Winery has introduced its family's "next generation" in recent ads.

These are big companies and they understand the marketing advantages of being family-run. They understand that:

- Families appear more accountable. They're not hired guns. Their name is on the door.
- There's a personal commitment and a tangible stake in the company's performance.
- Individual family members are more likely to stay with the business for life, building a heritage that rings true with customers and prospects who consider family values to be a cornerstone of American life.



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We're so sure you'll be satisfied, we offer no guarantee at all.

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Chip's Column

(from front side)

TF: You mean the contests weren't your idea?

CM: Maybe ... do you like them?

TF: We get over a 20% response on the quizzes that are included in

each newsletter. That validates the newsletter's popularity and shows us that readers understand the content, which is what the contests focus on. And, having a fictional editor who champions distributors' needs while being a little irreverent towards authority has proven to be very popular with readers. It adds humor while at the same time communicating serious information.

CM: Your readers listen to a guy who doesn't exist? I can't believe someone at our office talked you into this. You've

built an entire marketing program around an editor who isn't real.

TF: Do I detect a little jealousy?

Chip Shot

The problem with the gene pool is that there is no lifeguard.

CM: You're darn right. Your editor gets to work out of Arizona, while I have to freeze my tush off in Wisconsin.

TF: You agree that our editor's not real?

CM: Of course he's real ... he's me!

TF: (silence)

CM: Now even I'm getting confused.

Promote Your Family

(from front side)

Now is the time for family-run businesses to treat their status as a marketing asset. It may be as simple as adding the tagline, "A family business for 30 years," to marketing messages. Better yet, family values can be woven throughout a company's structure, affecting everyone ... from how employees are treated to how customers are served.

Call us. We'll help you develop internal and external communication plans that effectively use your position as a family-run business.

Rules of Presenting

It amazes me that colleges don't offer classes in the brutally important subject of "presenting."

Presentation skills can be critical to success. But candidly ... many executives' ability in this area is pathetically inept.

Public speaking is hard, and frankly most people aren't very good at it. So, here are some tips.

1. Be funny if you can. Humor sells the person who is selling the product/service. If you're not naturally funny, then don't try to be. The worst presenter is the guy who thinks he's funny, but isn't. Two lackluster jokes and the boat begins taking on water. Four and you might as well book an early flight home.

2. Be passionate about what your product/service can do for the customer. (Notice I didn't say "Be passionate about your product or service.")

3. If you have a co-presenter who mumbles and sweats, take the microphone out of

his hand as quickly as possible.

4. Confidence tempered by respect is the most important trait a presenter can bring into a room.

5. Take the time to practice your presentation.

6. Visual aids are tremendous tools when used properly. They're tremendous distractions and encumbrances when used improperly or relied on too much. Don't rely on a PowerPoint presentation to make the sale. Your presentation skills should do that.

B&M can help prepare your presentation, evaluate your presentation or provide presentation training. Contact us for more information.

Seriously, you know some people in your organization need help. Call us.



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Issue: Vol. READ,
No. SEZME

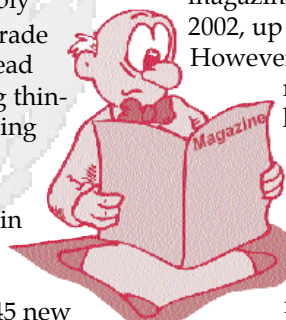
How come the dove gets to be the peace symbol? How about the pillow? It has more feathers than the dove, and it doesn't have that dangerous beak.

Editor: Chip Martin

This newsletter is produced for clients of Brown & Martin, Inc., a marketing and public relations firm serving companies across the country. If you're not a client, quit reading! Or, call us and become one.

You've probably noticed that the trade magazines you read have been getting thinner due to slumping ad sales.

This hasn't deterred a boom in ever-more-specialized publications. A record 745 new



magazines were launched in 2002, up from 702 in 2001. However, the mortality rate of new titles remains high... 60% of new titles never celebrate their first anniversary. The moral ... keep your ad dollars with recognized industry leaders.