

## THE BUZZ NEWSLETTER

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### Message from the Partners...

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March "comes in like a lion and goes out like a lamb", they say. That may be true of the weather, but not of this year's business climate.

However, back at the end of January, Governor Carney of the Bank of Canada had these warming words: "The Canadian economy is expected to recover in the second half of 2009, and to grow above potential in 2010."

We noticed, actually, that our business is doing pretty well. Our clients who are paying attention to their best customers seem to be doing just fine, even getting more referrals. So we looked around and are happy to report that other small business are doing well too.

For one thing, innovation will create new opportunities. Driven by the need to improve productivity and increase customer value, small businesses are re-evaluating, re-designing and refining their products, processes and business models.

We anticipate that younger people will turn to small business as traditional opportunities tighten up. Look to them to breath new life into our firms as the weather warms up.

This month we are talking about the power of referrals, and how small business owners can spend less and get more leads. Hope you find something you can plant for a busy summer!

Wishing you good business,



The Marketing Masters

### Listen With Your Eyes

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Let's take matters into our own hands during [Make a Referral Week](#), March 9-13,

### What Our Clients Say...

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"All I have to say is "wow." The staff today told me they felt 'inspired' again. What more could we ask for? Thank you."

Fiona Friesen  
President, Glue Solutions

"It is always inspiring when you come. With all the doom and gloom out there an inspiring vision and upbeat happening is nice to have on our side."

Tom Hanmer,  
Owner,  
Kitchen Classics

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

John D'Amico,  
Manager Marketing, Network &  
Computer Services, Plexis Inc.

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[Refer a Friend](#)

2009.

As the talk of recession crowds the news and economic stimulus package debates rage, it's time for all of us who own our own business to take the matter into our own hands.

We are the engine of the economy, and we think we can and should be powering the recovery. That's why we are urging you to take a good, hard look at the power of referrals, and especially during the very first Make A Referral Week, march 9th through 13th.

Let's highlight the impact of a simple action that could blossom into millions of dollars in new business.

Make a Referral Week is an entrepreneurial approach to stimulating the small business economy one referred business at a time. The goal for the week is to generate 1000 referred leads to 1000 deserving small businesses.

Small business is the lifeblood and job-creating engine of the economy and merits the positive attention so often saved for corporate bailout stories.

How can you participate? First, go online to [www.MakeAReferralWeek.com](http://www.MakeAReferralWeek.com) and tune in to daily education programs that will show you how to tap the power of referral marketing.

Featured guest experts include:

[Ivan Misner](#), founder of BNI and author of Masters of Networking  
[Bob Burg](#), author of Endless Referrals and the Go-Giver  
[Bill Cates](#), author of Get More Referrals Now  
[Andy Sernovitz](#), author of Word of Mouth Marketing  
[Rich Sloan](#), author of StartUpNation  
[Anita Campbell](#), publisher of Small Business Trends  
[Scott Allen](#), author of the Virtual Handshake  
[John Jantsch](#), author of Duct Tape Marketing  
[Scott Ginsberg](#) of Nametag TV  
[Michael Port](#), author of the Contrarian Effect and Book Yourself Solid  
[Susan Solovic Wilson](#), founder of SBTV.com  
[Pam Slim](#), author of Escape from Cubicle Nation

Then, make at least one referral to a small business. Share the referral details, including information on why you referred a particular business, at [www.MakeAReferralWeek.com](http://www.MakeAReferralWeek.com).

Each day during the week one referral story will be chosen as the "best referral of the day" and the referred business and referral source will each win a prize.

You'll be seeing a large blog and media outreach to spread the word of the make a referral message and opportunity, and drive participation in the educational components of the week.

We'll be working hard to let as many people know about make a Referral Week, and we'd like you to share the idea with your friends, too.

Referrals are powerful ways to build business. And these days, that's just what we all need

## Hot Off The Press

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- We welcome new client Pro/Soft Technologies, who design, install and manage data systems.
- Ken Burgin is back from presenting the first of our Strong Ideas workshops in Calgary.
- We are continuing our weekly marketing column in a number of daily papers published by Sun media.

- Elizabeth Walker will give courses in Improving Presentation Effectiveness to Bell Canada in Toronto and Ottawa, and on campus at the Schulich Executive Education Centre, York University.

## Case Study

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### Lorenz Manufacturing

Lorenz Manufacturing, an established manufacturer of conveying products and equipment for the North American market, needed to streamline its approach to marketing and sales.

We helped President Peter Lorenz refocus his attention on the biggest, most profitable opportunities, and clarify the firm's mission and business plan.

Peter said. "We really improved the way we market and sell to our customers. The seven step approach gave us the focus we needed and it helped develop some great systems to increase sales and focus our marketing efforts. I would recommend Liz and Duct Tape Marketing to any company looking to really focus on marketing."

## Special Promotion

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### Seven Steps Plus One

What's the secret to getting out from under the intolerable burden of disloyal customers and one-off orders? Download the free special report The Seven Steps Plus One to Small Business Marketing Success. [CLICK HERE](#)

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