

It is with passion and purpose that I introduce this first issue of *SWIRLwind* to you.

As everything from the fiscal cliff to global unrest has forced businesses to brace for the next unknown, SLD Unlimited was compelled to bring a more empowering spin to all that is circling around us.

Instead of focusing on what seems to be spiraling out of control, we bring to you uplifting ideas, thought-provoking inspiration, and business-building best practices to equip the true force in our economic recovery ... entrepreneurs.

Enjoy this issue and many more!

Yours in economic vitality,



Strategy Maestro & Chief Marketeer
SLD Unlimited Biz Growth, Inc.
(formerly SLD Unlimited Marketing/PR)

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SWIRLwind

Building Momentum Amidst Economic Chaos

REBOUND

Next Level

A business built with a *powerful purpose* is a business built for profits. No matter the conditions, your purpose will make you agile and ingenious.

READY

Next Idea

Be the one to do it first or do it better. Whether *trend setting* or *trend getting*, be the company to challenge status quo and raise the bar.

95%

Chance of multiple referrals converting prospect to customer.

GROW

Growth companies connect and refer their customers.

BIZ BUZZ

SLD Unlimited's Biz Buzz Poll found that 66% of businesses grew and 23% sustained sales in first quarter 2012 compared to first quarter 2011.

GROW

Growth companies make giving back a strategic must.

50%+

of customers know less than 50% of what you can do for them.

Next Idea

Whether you need to synergize, productize, profit size or repackage and deliver, chances are your *next big idea* is simply awaiting discovery.

Next Level

It's not about sales; it's about *profits*.
It's not about appeal; it's about *preference*.
It's not about footprint; it's about *foothold*.

sldunlimited.com

704.483.2941

Is your DIFFERENCE compelling enough?

Confirming what distinguishes your company is critical to your business' growth and increased value in the marketplace. Too many companies fall short in this area, even though their leadership believe they have defined the differentiating factors.

The key is setting your company apart from competitors in a compelling, customer-centric way. Here are five steps you can take to create depth of distinction in your company:



BizGrowth 5.0

1. Ask & Listen: Ask and listen to what people are saying and thinking. Better yet, get someone outside of your business to ask, listen and then disseminate what is learned so you can receive it openly and without preconceived notions or biases. Get insight from your employees, suppliers, vendors, and most important, your customers. Include some past customers in the mix too. In addition to asking what they believe distinguishes your company, also ask what they believe would distinguish a company within your industry that is not currently happening. You may be surprised by the answer.

2. Assess & Discuss: Compile the feedback in a manner that it can be reviewed as a whole and not in pieces so you can begin to see any trends, identify areas of distinction that are your strengths and others that are worth exploring. Discuss these distinctions from a branding, operational and marketing perspective. What will they look like, feel like, and act like within your company?

3. Create & Cultivate: Create a compelling story to back each one of your distinctions up. Confirm they truly are what matters to your customers through testimonials, case studies and success stories. Confirm they truly are what can be embraced by your employees

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PROOF POSITIVE: UPLIFTING NEWS!

Staying Power! We celebrate the years in business and continued growth of these companies, which we've had the pleasure of assisting in solidifying everything from image and focus to their initial positioning strategy!

| | |
|-------------------------------|--------|
| Quality Propane | 7 yrs |
| Money Counts | 10 yrs |
| Altman Initiative Group, Inc. | 12 yrs |
| Queen Associates, Inc. | 12 yrs |
| Metal Roofing Systems | 12 yrs |
| Kaleidoscope Business Options | 17 yrs |

Start Up Power! Advanced Family Eye Care has expanded AGAIN! In 2004, they practiced our CRISP start-up formula for success of: $(R+S) + (I+P) = \text{LAUNCH}$. This is their THIRD expansion! See below for more info on CRISP.

Selling Power! Kudos to Frances Queen of Queen Associates, who proved that an effective positioning and business strategy pay off with the sale of her company, including its name, to a dynamic leadership who will continue her legacy of excellence.

SWIRLwind
Building Momentum Amidst Economic Chaos

SWIRLwind is a publication of SLD Unlimited Biz Growth, Inc. Its goal is to be a valued business resource to entrepreneurs, helping their businesses grow and prosper amidst economic chaos in order to make a tangible difference within their industry, marketplace and for their customers. © 2013 All rights reserved.

CRISP PRINCIPLE: POWER OF FIVE[®]

Are you leveraging the POWER of the Crisp Principle in your business for marketing and operational success?

CRISP for Marketing Success

C = Customer Relations
R = Referral Relations
I = Internet Presence
S = Strategic Involvements
P = Public Relations

CRISP² for Operational Success

C2 = Confirm Compelling Distinctions
R2 = Reflect to Refine Profitability
I2 = Innovate Intellectual Property
S2 = Sustain & Systemize Operations
P2 = Preserve & Protect Uniqueness

In Sherré's book, *50 Marketing Secrets of Growth Companies in Down Economic Times*, the CRISP Principle Study validated five powerful marketing initiatives by analyzing how high-growth companies were marketing compared to negative-growth companies during recessionary times. Additional correlative analysis has recently validated the five powerful operational initiatives (CRISP²).

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and suppliers through ongoing participation and promotion by everyone in the company. Confirm how they can stand the test of time in the marketplace. Dig deeper into what they mean as it relates to your business' mission and ultimate reason for existing.

4. Reinforce & Accentuate: Being different for the sake of *appearing* to be different won't cut it with most customers any more. What distinguishes you should be an ongoing practice that continues to flourish and even become more pronounced as you continue to find ways to elevate these aspects of distinction within your business.

5. Share & Care: Make sharing your distinctions a priority in all communications, promotions and information about your company. Set standards in your company to assure that that what makes you different and preferential over others is protected and continually monitored for effectiveness. Maintain these standards with care and attention by everyone in your company.

Depth of distinction reinforced by strategic activity will garner results that speak volumes and get customers, employees and even the marketplace speaking volumes on your behalf. When what makes you different also makes a real difference for who you serve, there is no limit to where it can take your company.

*Read Sherré's **BizGrowth 5.0** monthly column in Northeast Business Today. This column originally appeared in the publication's May 2012 issue.*



**Next Level ▪ Next Idea
Strategy ▪ Solutions ▪ Results**

EXPERTease

O'Sullivan Wright: O'Sullivan Wright's (osullivanwright.com) proprietary Summit Advance™ Leadership Program was accepted into the International Coach Federation's Continuing Education Curriculum worldwide. Founder, Joan Wright and Gail Angelo, of Gail Angelo Coaching & Consulting (gailangelo.com) are joining forces to provide the training.

HAMCO Manufacturing: A division of Tufco Technologies, Inc. (NASDAQ-TFCO), HAMCO Manufacturing (hamco.com), a business imaging converter specializing in business forms and paper roll products, continues to be recognized as a key performer for Tufco's increased profitability, proving that the strategic shift in being solutions-focused through marketing and operational effectiveness makes "HAMCO - The Way to Grow!"

Denver Construction Company: Proving their positioning, "Build with Confidence," the design/build commercial general contractor, serving NC, SC, VA, WV, GA, FL and AZ, has recently expanded with a GC license in Tennessee and California soon to be approved.

2 Your Health: Newly launched, this credentialed nutrition service and products company is focused on customized menus, meals and more for individuals with renal disease, autoimmune disorder, cardiovascular disease, and diabetes. Check out founder Carla Spencer's blog at allfoodscanfit.com.

Lindsay Noble: Providing "Exceptional Leadership. Beyond the Expected," Lindsay Noble just launched its new website (lindsaynoble.com) and recently relocated in New York, NY.

No Borders Consulting: With "know-how for a borderless world," No Borders recently launched its new website. Check it out at nobordersconsulting.com. Founder R. Panico Peres will also be a keynote speaker in Miami, FL in March at the Gravure Global Summit.

Interested in connecting with these amazing experts and industry-changing leaders to help your business?

Contact us and we'll make it happen!

704.483.2941

BIZ QUIK QUIZ

Strategic Positioning

Is your business in a strategically strong position? Use this checklist to self-assess what you may still need to do to position and strategically plan for effective, efficient and profitable growth.

- We have established a strong distinctive brand strategy that effectively presents our company verbally, visually, physically and personally.
- We have a mission that goes beyond capability, speaking to a higher purpose in which our business operates and innovates to meet market needs.
- Time, people, technology, as well as money, are considered valuable and budgeted resources.
- We have identified our ideal target markets and segmented based on demographic, geographic and psychographic factors.
- We have profit-sized our business based on geographic pockets of opportunities, and have prioritized market segments and product/service offerings according to what is most profitable and distinctive to our business.
- We have defined and quantified business goals with measurable assessment and monitoring in place to anticipate and address capacity and resource needs.
- We have effectively managed and balanced our scope of work to assure that no one customer is more than 15 percent of our revenue stream.
- We have established and implemented a variety of systems and processes to make operating, marketing and doing business easier and seamless to our customers and for employees.

Concerned by what you DIDN'T check?
We can help! Call 704.483.2941.