

Strategic INSIGHT

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The Economy Is Irrelevant

So It's Time To Do Some Marketing

Let's face it. We are in the midst of one of the most politically-driven economic standoffs the United States has faced in decades.

Unfortunately, as the political battles are fought in our Federal and State arenas, the Economy is worsening, the middle-class continues to suffer, and consumers are more cautious than they have been in decades. This war did not end with the November 2010 elections and subsequent "lame duck" frenzy of activities. The election was simply a re-shuffling of pawns, gearing us up for the next game, as we fight (and somehow weather) this economic war. So, who is our Economic Defense Secretary in this battle? If we look somewhere between Fox News and MSNBC we might find him or her. And, frankly, that's the root of the problem. This war is being orchestrated by "entertainers" and "commentators" - and our politicians have learned to dance to the pundit's tunes, not their constituents. Frankly, our legislators have become puppets of Beck, Olbermann, Maddow, O'Reilly, et al.

Who do we have to blame for this diversion? No one but ourselves - as we religiously turn to our favorite talking-head-channel for perspectives that make us feel good and support our personal fiscal ideologies. Result: Heel-digging into our philosophical camps, perpetuating the fires of a divided nation. A nation of individuals more concerned about the perception of being popular than right, as opposed to finding and implementing cooperative solutions. **MORE ON PAGE 2...**



Quick Quality Tips:

1. Keep it Simple

Remember, the simplest solution is often the best solution. Don't waste time trying to achieve perfection.

2. Process Review

A slow economy is the best time to review your key processes. You certainly don't want to rip apart your production line when orders are at a maximum. Take some time today to streamline your processes before our economy returns to full strength.

3. Engage Everyone

We all have "silent keepers of knowledge". Tap these resources to improve your business processes. Get them engaged and you will be amazed at how a few simple changes to your processes will dramatically improve the bottom line.

 Ron Woodbury
Consulting

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Three Low Cost Marketing Tips to help you compete in 2011.

President's Message:

It is my pleasure to introduce
Ron Woodbury Consulting to the Inland
Empire.

In times of downsizing, budget cuts, and a general pull-back in consumer spending, it can be difficult to look beyond next Monday; as we hope we will not become another business statistic. We certainly have our challenges in the Inland Empire, but now is the time to improve our business systems and processes to ensure our viability well beyond 2011.



With over 25 years of Innovation and Leadership in the Inland Empire, I am proud to introduce my consulting services to the community. We are poised to help you with your business planning – regardless of the complexity. Maybe you need a simple communication strategy for your existing plan. Or, quite possibly, you may need a full review of your long-term strategies. Simple or complex tasks, for-profit or non-profit organizations, small or large companies – *We* are here to serve *You*.

It's time to
Innovate & Create:

**Your Recipe for
Success!**

Best wishes in 2011,
Ron



The Economy is Irrelevant

Staying focused in troubled waters

(Continued from page one...)

We cannot sugarcoat the fallout of our current economic situation. We are arguably in the midst of one of the toughest times for American families since the Great Depression. Our children are going to pay a huge financial price for what unfolded during the past decade. And, at ground zero, The Inland Empire of Southern California, we are acutely aware of this reality. Not too long ago we used to brag that this was the best economy on the face of the planet... (Oops! I guess that's what Pride will get you.)

So what do we do?

We Market. We market like there's no tomorrow. If we don't, there may not be a tomorrow. But our marketing strategies must be innovative and far more cost effective than in the past.

How do we do it?

All too often the mantra is "people aren't buying, so we need to pull back on marketing." Quite the contrary. We continue to market. Maybe not specific products and services, but our **BRAND**. If your customers see you advertising your brand like business is usual, they will have *confidence* in your future.

Quality Tips For Your Business

Take the complexity out of process improvement

We can spend all day discussing the original source of Occam's Razor. Most often, it is assumed the least amount of assumptions leads to the simplest solution. Or, in other words, the simplest solution may very-well be the best solution. We can save a tremendous amount of time and effort if we look for the least complicated solution.

Helpful links for strengthening your business

www.ronwoodburyconsulting.com www.riverside-chamber.com

 **1. B2B Opportunities.**
Are you aware of the “free” contact lists available through your city’s Finance Department or local Chamber of Commerce?

 **2. Local Sponsorships.**
Please, before you toss the next sponsorship request in the trash, take a close look at the PR opportunities available to your Brand and your Company’s Image.

 **3. Press Releases** are a very cost-effective tools you can use to publicize your message about community activities or new products & services.

Low-Cost Marketing Tips

First, let’s focus on Business to Business (B2B) opportunities.

There is a cornucopia of low-cost and/or free mailing lists in your own area. Start in your own business community. Just a few quick clicks will take you to the City’s business license Website, usually posted by the Finance Department. Here you can download all businesses with a current business license in the city. So what do you get for free? Business name, address, business classification, and phone number. Certainly enough to download, filter into a CRM system and create a usable database of active businesses in your (or any other targeted) geographical area.

Using your marketing resources wisely

Second, don’t throw away that sponsorship request.



Think carefully about the organization and the event. Does your target market support the organization? Now, think about how many times your logo will be printed in ads, fliers, and possibly even t-shirts. Use your sponsorship funds wisely, and they can become a great conduit for perpetuating your brand image.

Finally, align you company with a public relations firm to help you tell your story. You can work directly with a PR firm, or utilize online PR companies. In any event,

just a couple of hits with the local press will provide a boost to your brand/image that may be worth thousands of dollars of advertising resources.



The point is simple. If you have an opportunity to deploy a process or system - and it is capable of providing 80% to 85% of the designed features (without compromising security or financial safety) - get it going. Please - just give it a try.

Call us today, and we will work together to simplify your solutions.

Contact Us Today:

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It's not too early to start thinking about the future of your business in 2011

Before you know it, the first half of 2011 will be history.
Why not take some time early this year to ensure 2011 and
beyond are profitable and efficient years for your company?

Schedule an appointment to review your business
needs today. Please call (951) 505-2299



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