



THE HELPING HAND REVIEW

Tips Too Keep Your Business Running Smoothly!

August 2009

THE COMPUTER IS YOUR FRIEND

Tool Functions of Adobe Reader

Adobe Reader is used to help us read pdf files. There are times some manipulation is needed to make those viewed documents work for us. The “Tools” menu is a great resource that should allow you to do most of what you need.

Selection Tools

- “*Select Tool*” - Easily copy text and images out of the pdf file and pasted into another application you are using. Very
- “*Hand Tool*” - Easily move around the document at current size buy the click of your mouse.

Zooming Tools

- “*Marquee Zoom*” - Select an area of document to increase in size by high increments with just the click of a mouse.
- “*Dynamic Zoom*” - Increase or decrease the view size of the document by smaller increments with just the click and movement of your mouse.
- “*Pan and Zoom*” - Shows you a smaller version of your page, and lets you choose your view size as you go along with a pre-chosen box size.
- “*Loupe Tool*” - This tool is best used when you want to keep a PDF file at a standard zoom level and magnify certain features.

Snapshot Tool

Need to copy a snippet of the whole page as an image only. With this tool you can highlight the part you want, click with your mouse to copy, and just paste where needed.

MARKETING ESSENTIALS

Know Your Benchmarks

Identifying benchmark dates for a business is necessary in order to develop an effective marketing strategy. New businesses will have a different set of benchmark dates than an established business.

New Business Benchmarks

- Identify and Get Startup Funding
- Develop An Ongoing Financial Strategy
- Basic Marketing Concept Identified and Initially Developed
- Solidify and Focus Offered Services and Products
- Join Local Business Associations
- Get Media Coverage
- Develop a Full Marketing Strategy
- Partner Up With Established Businesses

Existing Business Benchmarks

- Review Your Current Financial Strategy
- Review Your Marketing Strategy
- Create a New Twist on Existing Products and Services (If Needed)
- Keep Up With Your Existing Contacts and Consistently Develop New Ones
- Identify and Capitalize on Known Anniversary Dates

Need a Speaker?

Creative Planning Sessions—Create A Marketing Plan
Motivational Speaking— Leadership Classes— Story Teller
Create Your Next Fundraiser— Keynote Speaker

More Details on my Website!



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Services

Administrative Tasks -Marketing Materials Presentation and Training - Material Preparation - Accounting Entry/ Spreadsheets - Invoicing /Billing - Industry Reviews - Internet Research and Results Compilation - Event Planning—Unique Project Needs - Mobile NC Notary Public

MONTHLY SPOTLIGHT



www.shalomlakenorman.com

Sunday, Sept. 13, 2009

12:00p.m. - 4:00p.m.

**Ramsey Creek Park
Cornelius, North Carolina**

Live Jewish Music
Israeli Dancing
Ethnic Food
Vendors
Crafts
Games
Children's Activities
Bouncer

Come out and learn more about the Jewish culture, religious observances and heritage. See first hand one of the many flavors that make our community so diverse!

Volunteers are Needed!

For More Information

Gail Brooks-Lemkin

E-mail: gail.brooks@yahoo.com

THE CHECKLIST

Give Your E-mail Personality

Writing email is an extension and representation of you and your business. Your email has as much to say about your personality and business practices as someone meeting you directly. No matter how short or long the email make sure it contains the following:

- A Warm and Friendly Greeting
- A Clear Subject and Layout of Ideas
- The Best Times To Contact You
- A Warm and Friendly Farewell
- A Signature With Your Full Contact Information

MARKETING MATTERS

A small business doing your own advertising? Work in marketing and need a sounding board? Looking for some new connections?



Location for August 11, 2009 Meeting

**Texas Steakhouse of Mooresville
140 Regency Center Drive
Mooresville, NC 28117**

Meeting Dates

2nd Tuesday of Each Month

Time

6:00p.m. — 8:00p.m.

August Speaker

Pat Hiedrich of Sandler Training

**For Information On How To Join
And To RSVP For Upcoming Meetings
Please Visit My Website!**



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