

EWORKSTYLE®

PREMIER EDITION

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DID YOU KNOW
1 in 8 people in the USA
own a small business?

EXPAND YOUR TARGET MARKET WITH PUBLIC RELATIONS & COMMUNITY INVESTMENT

PR is Key to Business Success



above: EWORKSTYLE INSTITUTE WORKSHOPS, SEMINARS, COURSES



Paula Robinson Deare, President\CEO

THERE WERE 29.6 MILLION BUSINESSES the United States in 2008. Small businesses represent 99.7% of all employer firms; employ just over half of all private sector employees; pay 44% of total U.S. private payroll and have generated 64% of net new jobs over the past 15 years. Small businesses also create more than half of the US non-farm private gross domestic product (GDP); hire 40% of high tech workers (such as scientists, engineers, and computer programmers); are 52% home-based, 2% franchises, made up 97.3% of all identi-

fied exporters; and produced 30.2% of the known export value in FY 2007. Sources: U.S. Dept. of Commerce, Bureau of the Census and International Trade Admin; U.S. Dept. of Labor, Bureau of Labor Statistics.

AND YET these same reports also show that one in two small businesses started every year fail. That is in spite of the support they receive from the SBA, business oriented media and college business programs. The key to success, according to the census sources, is good use of communications and outdoor advertising. It's an answer Eworkstyle started researching in 1995, and has since developed workshops, technology access centers, curriculum, conferences and an online executive information center to solve. In doing so, we have created an affordable, competitive, open access, online small business training site that has been tested with considerable success.

ALMOST EVERY business to business (B to B) decision maker is under tremendous pressure to provide small businesses with communications technologies and software, including accessories and connectivity

to the Internet. The questions that many B to B decision makers should be asking is: "If technologies have the potential to significantly improve the process of communications and revolutionize the small business enterprise, why haven't small businesses experienced such drastic effects consistently? If technologies are the solution they claim to be, then where is the problem?" The answer is intrinsic; technology is only a tool, it can't fix poor training, lack of information or compensate for bad public relations practices. Turning around the one-in-two failure rate of small businesses also depends on supporting their technology with information on its role and use in the global marketplace; including training on how communications tools are used in public relations and market expansion, community investment and multimedia and outdoor advertising. Eworkstyle Institute has created online facilities to provide these services, along with showcases, models and templates customized for small businesses. For more information visit us online at www.eworkstyle.com. Δ



V. Paul Deare, President\COO

COMMUNITY INVESTMENT

Welcome to the E-Zone: Global Economy, Politics & Your Market Share

It's clear from the collapse of the global financial markets in 2008, that the world is a highly interconnected place, because of its financial markets. For those of us trying to stimulate market share via local and/or regional economic opportunities, understanding and tracking the nature of 'global to local' impact is essential to the reemergence of business to business vitality and consumer confidence. With the U.S. stock market climbing, almost daily, to new post-crisis highs; the U.S. economic data is showing a solid climb, but still fragile recovery. In a fragile economic recovery, investor and consumer confidence plays an important

role in restoring investment values as well as economic repair and opportunities. A hiccup in investor\consumer optimism can be a huge blow to a fragile economy. It can make businesses more defensive and consumers increasingly more reserve; thus sending stock prices down, risk premiums up and consumer spending to extremely conservative lows.

On our watch this quarter is the front page economic problem in Greece. What does the economy in Greece have to do with local community investment? Potentially a lot, Greece represents a growing mound of looming economic crises in our global economy; because its financial system has been damaged by the worst monetary crisis in over than eighty years. In short, Greece's shaky finances represent a threat to the lifespan of the euro, the second most widely held currency in the world. Greece stands on wobbly footing as the second domino in an unraveling global sovereign debt crisis. Potential candidates to follow include Portugal, Italy, Ireland, Spain, the United Kingdom, Japan and the USA (again). Under the gun of global investor scrutiny for their respective burgeoning debt problems, we have a lineup of suspects that could determine the health and outlook of the global economy. This has happened before, Dubai sent tremors through financial markets by announcing it would be "restructuring" its debt. To which their government later offered its bondholders just sixty cents on the dollar for their investment. For more, check us out at www.eworkstyle.com. Δ



Sandi Robinson, National Accounts

QUALITY TIME

One of the leading problems most small businesses face is the people who do not know they exist. As a business owner, you've paid the lease\mortgage, your lights and fuel are on, you've stocked your shelves, set up your services and positioned your staff so that they are ready to help anyone. But, if no one is coming in the door, then you have not allocated an appropriate budget for advertising and marketing. More than the signage inside your store - or over the door, advertising is key to selling your products and services; and as such you must budget for it just like your other overhead. Your marketing budget must be applied from day one, if you want to do more than just get by. And after the first few years your budget should grow as your consumer needs and inventory changes. The "Quality" of your advertising "Time" is directly tied to your success; advertise a little and you'll get a few customers, advertise a lot and you'll be thriving; visit us at eworkstyle.com. Δ

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