

SUMMER 2009/WSN 26

TIPS FOR GIVING BACK:

- **Host a seminar:** Share your knowledge or expertise.
- **Sponsor a contest:** Give away your products or services.
- **Collaborate with other organizations:** Donate time to events that reach your targets.

DR. LEONARD GIVES BACK!

In honor of the 20th anniversary of Leonard Hair Transplant Associates, North Star client Dr. Robert Leonard is holding a contest for unemployed residents of RI and MA to help improve their physical appearance and employment status this summer.

Learn more at
www.youdeservehair.com



Give and you will receive!

In today's economic climate, we are all aware of businesses or people who are struggling. It's easy to get weighed down with the enormity of the problem, but have you ever thought of ways you can contribute by focusing on one person or one company?

Here at North Star, we hosted a Happy Hour seminar series for business owners and discussed how to market in a down economy. After an hour of networking and strategic conversations, each person left feeling more positive and encouraged about the future.

In a similar way, one of our clients, hair restoration specialist Dr. Robert Leonard, is sponsoring a contest for people who are trying to find employment. You can read about and enter the contest at www.youdeservehair.com.

Whether you host a seminar, contest or other event, I think we each can find ways to make contributions to the community. Find your niche, find your passion, and find ways to give back.

Happy Marketing,



April Williams McCrory
President & Visionary

ONE OF THE MOST TIME HONORED WAYS TO DRIVE TRAFFIC TO A SITE OR TRADESHOW BOOTH, OR TO RAISE AWARENESS OF YOUR PRODUCT OR SERVICE IS TO RUN A CONTEST.

BRENDA KEENER, DIRECTOR OF NORTH AMERICAN SALES FOR WIZWI INC

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Give some thought to how you can give back:

- **Define clear parameters** – Make sure your efforts are targeted. Identify the need or problem you're trying to solve and specify who you are helping or how your efforts will help.
- **Spread the word** – When advertised effectively, community-based events or initiatives improve your company image, garner media attention and increase public awareness of your business. What's more, they identify you as an expert in your field and your business as the premier place to acquire certain products or services.
- **Build a sense of good-will** – Internally, community initiatives boost employee morale and give your team a common goal to rally around. Externally, these events show you care about the welfare of the community, especially in difficult economic times.

Until next time,
The North Star Team



www.worldsmallestnewsletter.com

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