Marketing a New Small Business

Set of Four Promotional Documents

December 14, 2011
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Executive Summary

Solid Skills Resume Service

Mission
A professional resume is an important economic tool. We believe that every job seeker should have access to a well written resume at a reasonable cost. Our mission is to provide affordable and high quality resume services to a local market consisting of West Orange, NJ and surrounding towns.

Business Description
Solid Skills Resume Service (SSRS) will provide resume writing and editing services, including cover letters. Along with writing services, clients will receive their documents as electronic files and optional hard copy packages. An opt-in e-mail subscription to the SSRS free newsletter about resume and job hunting strategies will be included.

Company Background
SSRS is a revival of a single operator service run from the home of a stay-at-home parent in the late 1980’s. Although the service was discontinued, over the years an occasional client has called call for a resume update. The business owner plans to reopen and enhance the service using current communications technology along with traditional advertising tools, such as print advertising and direct mail.

Service and Products
The service is designed to meet the needs of a broad spectrum of professionals. Graduating students, entry level candidates, returning military personnel and career changers will be particular areas of focus. Given the constraints of the nation’s current economic situation and the high number of unemployed people looking for work, one SSRS priority is minimizing its level of overhead expense to make its products affordable to as many job seekers as possible.

Market
The SSRS target consumers are adults, age 18-65, with income levels from around $15,000-$125,000. Initially the service will focus on building a clientele in areas surrounding West Orange, NJ.

Operational Projections
The initial launch of SSRS will serve as a pilot operation to test the viability of the concept and learn more about the profile and needs of the target market. This pilot operation will inform new strategies for operating the service, building the business, expanding its scope of operations and optimizing return on investment.
Marketing

The marketing strategy for the initial roll-out of Solid Skills Resume Service includes implementing a direct mail campaign, publishing a newsletter, running a print display advertisement in local newspapers, and establishing a web site. These documents follow in that order.
Opportunity knocks.

Is your resume ready?

A friend mentions a job opening at a company you want to join; you found the perfect job posted on the internet; you are being considered for a promotion and are asked for your resume; you just graduated, and you need an entry-level position in your chosen field. If you have a current and well written resume on hand, you can make your move immediately, without the stress of trying to pull together a good resume in time. In this competitive job market, timing could mean the difference between getting that new job or not.

As you know, the purpose of a resume is to get a job interview. A well-written resume will give you a clear advantage in this competitive job market. Your resume must show that you are the ideal candidate for the job you want. I will craft a resume for you that will highlight your skills and experience in a strategic way that makes it clear how closely your qualifications match the job you are going after.

Good writing is crucial to the effective presentation of your skills and experience, and the appearance of your resume is also very important. You have just seconds to make a powerful impression on a recruiter, who probably has to read dozens or more resumes for a single job opening. I will make sure that the format of your resume is easy to read and looks polished and professional. I guarantee that the resume I write for you will be grammatically correct and error free.

A current resume on-hand is just as essential to your career as your desire to succeed. It demonstrates preparedness and a professional attitude. If you do not have a professionally crafted, up-to-date resume, do not hesitate. Call or email me now for an appointment, and take advantage of my special introductory resume and cover letter package promotion (expires February 28, 2012).

Beverly Morris

Fabulous February | promotion

Receive ONE FREE CUSTOM RESUME COVER LETTER

A $25 value

Redeemable with your purchase of one written “from scratch” resume
Expires February 28, 2012
Make it so!

Surf the ‘Net to Write a Better Cover Letter

The purpose of a cover letter is to get your resume read by a recruiter. Some online research can make your cover letter an effective promotional piece. Google the name of the company you are applying to. Your search may yield the name of the individual doing the hiring. Now you can direct your resume to a specific person rather than the dreaded “To Whom it May Concern.” Your internet search may also turn up the company’s website, where you can identify areas that interest you about the company that you can mention in your cover letter. If you find an article written about the company you can mention something in the article that you found noteworthy. Researching a prospective employer enables you to set yourself apart as a serious candidate who has initiative and an inquiring mind—essential traits in a problem solver.

Give Your Resume “Curb Appeal”

Think of your resume is valuable real estate. You want to develop it to its full potential. Consider the first section, under your contact information. This is where the Objective is usually stated. I am sure you have seen this vague objective: “A position where I can utilize my skills and experience…” Why not use that space for specific information about your professional attributes. The first section of your resume can be used more effectively in at least two ways:

♦ Tailor the Objective section to the job you want to apply for. Write something like: “Objective: The position of Senior Hedge Fund Accountant at Williams and Jones, CPA.” If the firm has multiple positions open, this helps the hiring manager to know immediately which job the resume is for and to process it accordingly. Using the Objective section in this way makes the recruiter’s job easier, and that can only be a good thing for you. People appreciate it when you make their jobs easier.

♦ Change the Objective section to a Profile that highlights your most relevant qualifications. Something like: “A finance administration professional with over five years of grants and contract experience.” This way, you get the recruiter’s attention immediately and encourage further reading of your resume. Also, if a recruiting clerk is sorting resumes to forward to interviewing executives, they do not have to read the whole resume to determine which executive to send your resume to.

In real estate, the curb appeal determines a home buyer’s initial attitude about a house. Give your resume “curb appeal” with a power-packed Objective or Profile section.
Solid Skills Resume Service

At Solid Skills Resume Service we believe that well-written, professional quality resumes can be made available to every job seeker at an affordable price.

Having a current resume on-hand is just as essential to your career as your desire to succeed and your interview outfit. It demonstrates preparedness and a professional attitude.

If you do not have a professionally crafted, up-to-date resume, do not hesitate. Call or email us now for an appointment, and take advantage of our special introductory resume and cover letter package promotion (expires February 28, 2012).

Phone:
973-979-1197
Email:
Solid.skills.resume.service@Gmail.com

Show that you understand the challenges of the job

The questions you ask during a job interview are just as important as the questions you answer. Asking questions about the ongoing problems associated with a particular function shows that you understand the core nature of the job. This kind of discussion demonstrates that you have a full understanding of the job’s challenges and have the experience, willingness, and ability to handle them.

For example, client retention is as important as bringing in new sales. Ongoing clients constitute a solid base of revenue already on the books. No matter how many new clients a salesperson brings in, if they cannot keep them, revenue falls, the business shrinks and workers get laid off.

The sales professional’s challenge, then, is to maintain a profitable balance between servicing existing clients and bringing in new business. During the interview, the sales professional might ask about in-house systems and options the company has in place to support client service efforts, such as technical and administrative support. This kind of question alerts the prospective employer that the applicant knows that selling is about more than bringing in new business.
NEW YORK (AP) — It figures that Pauley Perrette would excel playing forensic scientist Abby Sciuto, the Goth lab rat on CBS’ crime procedural, "NCIS."

On the job in her high-tech lair, Abby is an information magnet and a bloodhound for clues to help crack the latest case with a link to the Navy or Marine Corps. And in the process, she’s brainy, beautiful, charmingly quirky and totally gung-ho — which is to say, a lot like Pauley Perrette.

In its ninth season, "NCIS" (which airs Tuesday at 9 p.m. EST) remains a smash hit, averaging 20 million viewers a week. And even among its crazy-popular ensemble (including Mark Harmon, Michael Weatherly, Cote de Pablo, Sean Murray, David McCallum and Rocky Carroll), Perrette is a standout, having landed at the top of a recent Q Score roster measuring TV stars’ fame and likability among viewers.

But in person, as herself, Perrette can even upstage her performance as Abby. Hear her jazzed accounts of a life that led from her Atlanta upbringing to a role on one of TV’s hottest shows:

She describes her early-on aspirations: "to work with animals, be in a rock ‘n’ roll band or be an FBI agent."

She recounts her scramble in New York, where she moved to study at John Jay School of Criminal Science but worked several jobs at once to make ends meet: "Not only was I bartending in the club-kids scene, with a bra and combat boots and a white Mohawk, but I wore a sandwich board on roller skates passing out fliers for Taco Bell in the Diamond District, and I worked on one of these boats that go around Manhattan — way down in the galley, knee-deep in fish water, cooking food for the rich people upstairs."

She thinks back on the days of her own hard partying and substance abuse: "I’ve done everything. Everything! I can’t believe I survived it."

And she reports how, along the way, the bartender broke into show biz: "A kid in coat-check told me, ‘I know this director who would really like you.’ I started booking commercials like craaazy."

Then she moved to Los roles in shows such as "Murder One," "Frasier," "Time of Your Life" and "JAG," where a guest shot led to "NCIS" with its premiere in 2003.

Opportunity Knocks...

Is your résumé ready?

No?

Avoid the stress of trying to pull together a strong, professional quality résumé in time to beat the competition. Call us today for an appointment. We will take good care of you.

Résumés and Cover Letters
Professional ♦ Fast ♦ Affordable

Solid Skills Résumé Service
973-979-1197
www.solidskillsresume.com
SSRS Web Site
http://web.njit.edu/~bmorris/ssrs.html

The link above accesses the SSRS website. As part of this academic assignment the site is located on my NJIT e-portfolio site. When the business is officially launched, a proprietary URL will be obtained, and the site will be transferred to a commercial host server.

If the link above does not work from this document or the Moodle platform, please copy the URL to a web browser.