



## 1 Needs & Interests

### BUSINESS PLANNING & DOCUMENTATION

- Business, financial & strategic planning
- Concept envisioning
- Franchise/license suitability & development
- Operations & work flow design
- Organization & personnel planning/manuals
- Sales system/team planning
- Training programs & interactive courses

### FINANCING & PURCHASING

- Funding solicitation
- Business valuation/sale
- Bartering
- Co-op purchasing

### ADMINISTRATION & PERSONNEL

- Administrative systems
- Bookkeeping / payroll services
- Recruiting & talent evaluation

### TECHNOLOGY

- Web site design/redesign
- E-commerce development
- CRM system development
- Search-engine optimization
- Custom software/database development
- Software integration
- Web content development/management

### MARKETING & PROMOTION

- Marketing & media planning
- Branding & packaging
- Internet marketing
- Advertising campaign planning & creative
- Promotional materials & presentations
- Logo/trademark development
- Media placement
- Event promotions
- Publicity
- Public relations
- Social & professional networking

### PAY-FOR-PERFORMANCE SERVICES

- E-commerce partnership
- Telemarketing / lead generation

### TROUBLESHOOTING & EVALUATION

- Attitude/motivation issues
- Cash flow issues
- Work flow/efficiency issues
- Management capabilities
- Mystery "shopping" & performance testing
- Stagnating or declining sales

## 2 Materials & Media

### PRINTING & PROMOTIONAL ITEMS

- |  |   |                                     |
|--|---|-------------------------------------|
| <input type="checkbox"/> Ad Specialties    | <input type="checkbox"/> Door Hangers   | <input type="checkbox"/> Letterhead |
| <input type="checkbox"/> Booklets/catalogs | <input type="checkbox"/> Envelopes      | <input type="checkbox"/> Note pads  |
| <input type="checkbox"/> Brochures         | <input type="checkbox"/> Flyers/coupons | <input type="checkbox"/> Postcards  |
| <input type="checkbox"/> Business cards    | <input type="checkbox"/> Folders        | <input type="checkbox"/> Posters    |
| <input type="checkbox"/> CD inserts/covers | <input type="checkbox"/> Hang tags      | <input type="checkbox"/> Rack cards |

### MEDIA & PUBLICITY

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Aerial                     | <input type="checkbox"/> Newspapers           | <input type="checkbox"/> Internet – affiliates    |
| <input type="checkbox"/> Airport / venue signs      | <input type="checkbox"/> Radio                | <input type="checkbox"/> Internet – banners       |
| <input type="checkbox"/> Billboards / outdoor signs | <input type="checkbox"/> Television – cable   | <input type="checkbox"/> Internet - directories   |
| <input type="checkbox"/> Magazines                  | <input type="checkbox"/> Television – network | <input type="checkbox"/> Internet – paid search   |
| <input type="checkbox"/> Mobile                     | <input type="checkbox"/> Yard signs           | <input type="checkbox"/> Internet – shopping site |

### VENTURE RESOURCE CENTER

MANAGEMENT ▼ MARKETING ▼ DEVELOPMENT ▼ TECHNOLOGY ▼ BRINGING BIG IDEAS TO LIFE™

PO Box 6546, Miramar Beach FL 32550 ▼ 888.650.2725 : fax 800.750.9044 ▼ Service@MyVRC.com ▼ www.MyVRC.com