

February 2004

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# The Biz Builder

Published by: Divine Solutions for Leadership in Business

Coaching leaders to bridge the gap between what is and what can be

## Featured Advertising Opportunities

The new Atlanta goodlife Dining Guide is a success. So, we at ACEIII Communications, Inc. (publishers of Atlanta goodlife and The Champion) made the decision to offer other businesses an opportunity to run reduced-rate, full-color ads in Atlanta goodlife Featured Guides. Each page of the goodlife Guides includes 6 equal size, almost 1/8th of a page, ad spaces.

### The Spotlight

There will also be a space at the top of the page, or along the side, for a spotlight feature. Ads are packaged in 6-month increments and one time during the 6-month period, each of the six advertisers will be featured in the spotlight section...**prime positioning at no extra cost!** If a business chooses to participate for 12-months, you will be placed in the spotlight section two times. All spotlights can

also include editorial. The goodlife Real Estate Guide launches in March. It will be followed by Guides for these categories: Hair Care, Health & Fitness, Automotive Services & Products, Boutiques & Accessories, Childcare, Churches, and Medical Services.

### Four Attention-Grabbing Colors

The goodlife Guides are printed in full-color. The investment in this promotion is substantially less than it would be to purchase 4-color ads of the same size at the standard rate and you get 7 ads instead of 6 ads.

### Find Out More

Forward an e-mail to us today at [spotlight@Divine-Solutions.com](mailto:spotlight@Divine-Solutions.com) or call Renee at 770.655.4487, if you are interested in getting the details to take advantage of this special marketing opportunity.

Where Do Atlanta Business Owners Turn  
When They Want to Get the Most For  
Their  
Advertising Dollar?



Atlanta  
**goodlife**

The  
**CHAMPION**

### Inside This Issue

- Featured ACEIII, Inc. Advertising Opportunities
- Free Class: Learn How to Promote Your Local Business On-line
- Establishing Internet Presence Necessary for Local Businesses
- Simple Strategies to Get More for Your Advertising Dollar
- This Month's Biz Promo

## Learn How to Promote Your Local Business On-line

You are invited to join us for a **complimentary** tele-class, **Promoting Local Business On-line: 8 Keys to Success**. If you haven't established a business-building Internet presence for your local business, delay no longer. Leveraging your local business on-

line can be one of the most cost-effective and successful marketing strategies that you implement this year.

Find out how to keep your customers from forgetting about your business, how to enhance customer relations,

and build value for your customers, and see how it impacts your bottom-line.

**Email us for more info.:**  
[8Keys@Divine-Solutions.com](mailto:8Keys@Divine-Solutions.com)

## Internet Presence Necessary for Local Businesses

Savvy business owners are catching on to the fact that the local online market is booming...it is predicted that it will be a \$50 billion market by 2006. There is no doubt that the future of the Internet is local, and if you don't get your local business on the scene soon, it may be too late. Staples, Office Depot, Sam's Club, Lowe's, Home Depot and many other large companies make it a major point to go after the local market.

### Why Market Your Local Biz On-line?

According to S. Fling, Internet marketing expert, large companies pursue the local market with a passion because they "know that people spend 80% of their income within 20 miles of home...and that consumers are turning to the Internet to research products and services before they buy." Being on-line can be an excellent customer relations tool.

### It's Time

Business leaders recognize that establishing an Internet presence is critical to the short and long-term success of their business. Establishing a professional web presence isn't expensive anymore, but failing to present your local business on-line can cost big bucks. Can anyone say lost opportunity?



It's time to get in on the projected \$50 billion local online market.

## Get More for Your Advertising Dollar

Imagine it...you run an eye-catching, business-pulling ad in **The Champion**...an interested reader sees your domain name in the print ad and decides to visit you online. While they are at your site, they join your e-mailing list to subscribe to your content-rich e-newsletter. To let them know that they're subscription has been proc-

essed, an automatic responder sends a thank you note from you along with a copy of an information-packed report that your company has prepared for its current and prospective customers. A couple of weeks later, they receive their first copy of your e-newsletter and are excited that someone decided to add value to

their life. They can't wait to do business with you and then they find it, the 15% off coupon that's an exclusive offer for your e-newsletter subscribers. They redeem their coupon in-person, love their purchase and smile when they see another ad in **The Champion**. Minutes later they're at your website buying a gift for a friend...cool.

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*"Having an integrated and strategic marketing plan helps businesses pull new customers and build loyalty with existing customers."*

*Do you know the life-time value of your customers?*

## Divine Solutions for Leadership in Business

Coaching small businesses to bridge the gap between what is and what can be

### BUSINESS DEVELOPMENT SERVICES

In addition to being an Account Executive for ACEIII, Divine Solutions, offers business leaders a variety of business support services (e.g., website development; presentation preparation; PowerPoint conversions to Flash animations; desktop publishing; business, strategic, and marketing plan development, etc.). **\*This month's biz promo:** professional one-page websites with up to four images, images and content provided by the client, for a special rate of \$129. Hosting for these sites is available for as little as \$5.00/month.

**This Month's  
Feature**

**Business  
Websites  
for**

**\$129\***

6 months **free** web  
hosting for first 3  
savvy biz owners