



"Lighting the Path"

Launch Your Business. Accelerate Your Business.

Legalized Insider Trading Boosts Your Success

While the Feds investigate the Galleon Group and its co-founder and billionaire investor Raj Rajaratnam as part of one of the largest insider-trading cases in decades, many of what I call the "Rebound Entrepreneurs" are finding their fastest path to raise cash to keep their homes and families intact. These new entrepreneurs are moving quickly and often guided by the "I'll-do-it-myself" mantra, leaving a pit in the stomach and wondering whether they're doing enough to grow their business and protecting themselves legally along the way. Even if you're not a Rebound Entrepreneur and you've not begun a new business in the last 12 months, you've certainly been thinking about your employment situation differently ... wondering what will be next and whether your position is stable. You can ensure success either way by doing your own sort of "insider trading" legally -- starting today.

The kind of "legal insider trading" I'm talking about is finding the leader of a model company that is doing either the same as you, or something similar to you, and patterning your business or career path after theirs. As unique as you are and "top-secret" your product is, there is always a business or leader after which you can model your activities toward success. After all, success in business is basically a series of goals, broken down into strategies, then into tactics. Those tactics are then backed by disciplined activity in the correct sequence. That's what we help our clients map out for themselves. Read more about this in our October 19 post in our [blog](#).

Innovating Your Way Out of Recession - A Limited Time Offer

Marketing is one of the biggest victims of the recession and those companies who can trim their budgets ever so delicately - like a neurosurgeon navigating a scalpel through the brain - leaving marketing virtually untouched are those who will thrive in this economy. Sure, mass media may be nearly dead. But, one-to-one relationship marketing and building trust through social media is alive and well ... and well, quite frankly the way your company will leap out in front now and even more so when the "good times" return. To help you quickly and easily determine your next six months' marketing strategy, we're offering our "Recession Market Innovation Pack" for only \$99.97 through December 2009. Check it out on our [website](#) today. It may be just the kick in the pants you need this month to move your marketing strategy forward inexpensively on a do-it-yourself basis with a bit of guidance from a seasoned expert.



Business owners need advisors who will help them visualize their future from a different perspective, then help take them there.

[Clear Directions, LLC](#), positively transforms business owners' revenues through smart, strategic marketing and profit planning, as well as accountable business coaching.

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Web 3.0 - Do You Have a Flexi-Strategy?

Are you changing enough? Your customers expect you to do so. The way to earn the respect and attention of your customers is by developing an authentic and relevant relationship with them. Don't forget that as your customers change, so must you. Over time, this will develop into trust - or a "trust bank," as coined by one of my mentors Al Golin, one of the highly respected founders of the firm Golin/Harris Communications. Your customers trust each other far more than you or your brand. We know this just by looking at the influence customer reviews have on books that sell on Amazon.com or appliances profiled in [Consumer Reports](#). Now, these types of validating mechanisms have been around for more many years, but never before has consumer opinion wielded so much power.

According to a new study by the *Peppers & Rogers Group*, a well-respected customer relationship performance firm, "People's friends and colleagues have always played a role in shaping opinions. However, social media makes it easier and more convenient than it ever was to access and act on those opinions." This development is shaping how you need to market your company's brand. You need to develop what I call multiple "Flexi-Strategies." We're advising our clients to be hyper-transparent with their brand. Simply having a vision and a mission no longer cuts it, because any customer can view your company's reports through chat rooms, online forums and 24-news and blog coverage around the globe. Your customers and prospects will judge your organization by its behavioral consistency with its brand messages.

With flexi-strategies, you are transparently responsive. You plan your marketing to cultivate sustainable customer relationships and "scenario plan" how you will respond to potential scenarios that may arise from the new, powerful customer, such as the one who parks his Land Rover on a public street in front of a Land Rover dealership in England after posting signs in the vehicle's windows about all of the mechanical problems with it!

Your company's marketing strategies need to be flexible enough to respond to, and take advantage of, unexpected brand impacts (positive and negative) caused by social media when they do occur. Face it. The consumer controls more of your messages than ever before. You need to be honest with your customers and build trust with them while you remain flexible for the inevitable.



Denise Stillman
Owner, Clear Directions

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