

MERCHANT PROCESSING NEWS

. . . EDUCATING AND ASSISTING BUSINESS OWNERS ON THE SUBJECT OF
"PAYMENT SOLUTIONS TECHNOLOGY"



PURPOSE OF THIS NEWSLETTER

This month's newsletter covers topics focusing on marketing strategies and decisions made by businesses.



WORRY

As I sat contemplating on what I wanted to address in this month's newsletter, I received an email from a business associate. In her email was a quote by Beryl Pfizer which read as follows: "If I spent as much time *doing* the things I worry about getting done as I do worrying about doing them, I wouldn't have anything to worry about!"

As I read and reread the quote I began to reflect on some of the counseling sessions or consultations I have had with various businesses over the years.

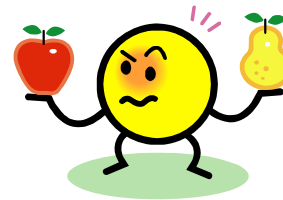
Most businesses adhered to the same tried and true marketing strategies that worked well in the past but with noticeably diminishing results over the last couple of years.

September 2008

What's Inside:

- Purpose of this newsletter
- Worry
- Decisions, Decisions

Most marketing gurus today agree that businesses who want to be successful need to adapt their marketing strategies to use the new technologies available. One of the terms is e-marketing and recommends businesses use a hybrid of old and new marketing strategies.



DECISIONS, DECISIONS

A word of caution . . . it probably won't be necessary to make drastic changes to everything you have been doing to generate business. Do your research into the various new age marketing techniques and see how they fit into your marketing strategies and budget.

Round table discussions most always prove beneficial as they generally bring up pros and cons that you may not have considered on your own.

As always. . . more to come next month.

If you have any questions feel free to contact our friends over at [IG Consulting Group, Inc.](http://IGConsultingGroup.com)

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