



What's Happening at BalanceLogic

Breakfast With BalanceLogic Social Media Seminar

Breakfast With BalanceLogic - Social Media Strategy: How to Create an Effective Strategy will be held on August 29, 2012 at the Southern Maryland Business Center. Learn how to smoothly integrate social media into your business plan. This seminar will explain several social media platforms and how they can relate to your company.

BalanceLogic Welcomes HIT Intern

We are glad to welcome Roxanne Eberly to the BalanceLogic team as our HIT (Healthcare Information Technology) intern. Roxanne will be learning necessary work knowledge and skills that are in high demand in the healthcare field. Roxanne is a Certified Nursing Assistant (CNA) and will also be sharing her medical knowledge with our technology team to allow us to better support our healthcare clients.

BalanceLogic Recent Projects

BalanceLogic is proud to announce our support of a new local non profit organization called StayStrongWithCancer, Inc. Our team will be providing full service marketing, graphic design, and web services to help them launch their new endeavor. This organization focuses on educating and empowering individuals who are touched by cancer. Help them build their Facebook community at www.facebook.com/staystrongwithcancer.

SOGA Couture has selected BalanceLogic to design and develop their new Ecommerce website where they will sell a variety of footwear and apparel items. Previous projects included their corporate identity which consisted of their new logo, business card, letterhead, and envelope design. We are happy they have come back to us!

THIS MONTH

[What's Happening](#)
[Interesting Info](#)
[Monthly Tip](#)
[Featured Service](#)
[Coupons](#)

Inaugural StayStrongWithCancer Event

STAYSTRONGWITHCANCER

5k
WALK / RUN

Saturday Rain or Shine
SEPTEMBER 29

Register: <http://staystrongwithcancer.eventbrite.com>



QUICK LINKS

[More About Us](#)
[IT Support Services](#)
[Marketing Services](#)
[Graphic Design Services](#)
[Bookkeeping Services](#)
[Web Design Services](#)
[Current Promotions](#)
[Testimonials](#)

FUN FACTS

Mobile coupons get 10 times the redemption rate of traditional coupons.



Social Media Seminar:

How to Create an Effective Strategy

DATE

Wednesday, August 29
9:00 am – 10:00 am
Breakfast Provided

LOCATION

Southern Maryland
Business Center
10665 Stanhaven Place,
Ste. 300A
White Plains, MD 20695

COST

FREE

[REGISTER](#)

SUGGESTION BOX

We are very interested in hearing feedback on how we can make *The BalanceLogic Insider* more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:

Interesting Info

Repeat Customers

Once you've closed the sale, don't forget about the customer. Having repeat clients/customers is one of the most important parts of any business. Always work to continue to build your relationship. You already put in the work and gained their trust now it's time to prove to them they made the right decision in choosing your company!

Monthly Tip

Overcoming Objections

During the sales process, when a client objection is taken at face value, you are shut down and your chances are pretty much gone! Although, if you have the courage and look at it in a different light, you will learn valuable information that may help you make a sale in the near future.

[Click here for a link to the full checklist.](#)

Featured Service

Marketing Services

BalanceLogic provides high quality and [affordable marketing support](#) and [creative marketing collateral](#) to small, medium, and large businesses. Our team will work hand in hand with you to create and help communicate your message(s) effectively. Whether we work with you for a single campaign or help you put together an entire marketing strategy, BalanceLogic's creative team will help you every step of the way.

Check out some of our work [here!](#)

[50% off Marketing Plan Contact Us Today for details.](#)

About Us

BalanceLogic® is a leading back-office support and services company providing [IT Support & Management Services](#), [Web Services](#), [Graphic Design Services](#), [Marketing Services](#), and [Bookkeeping Services](#) to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

BalanceLogic is your one stop small business partner!

info@balancelogic.com



**50% OFF
MARKETING
PLAN**

The BalanceLogic Team

3050 Crain Highway | Suite 200 | Waldorf, MD 20601

Office: (301) 396-8455 | Fax: (301) 396-8456

Email: info@balancelogic.com | Web: www.balancelogic.com