



## ULTIMATE HOWWVL-TO

Here you go! Tricks & Treats  
on how to be more productive  
during your work week.

### **What's Brewing at BalanceLogic**

#### **Breakfast With BalanceLogic™: Marketing Tricks & Treats**

Join us October 31, 2012 for a very special Halloween edition of Breakfast with BalanceLogic™: Marketing Tricks & Treats! Dress up in costume and you could win a 7" tablet or a Visa gift card! Plus, learn about key components of Marketing, Branding, and Search Engine Optimization (SEO).

#### **BalanceLogic CEO Sits On "Access to Capital" Panel**

Bill Campbell was invited to sit on the panel for "Access to Capital" at the 2012 Charles County Economic Summit which was held October 17, 2012 at the Waldorf Jaycees. The summit served as an opportunity for businesses and entrepreneurs to come together to learn more about the County's economic road map. As the Chairman of the Charles County Disadvantaged Business Loan Committee, Bill was able to share his expertise of funding possibilities for businesses. For more information visit [Charles County Economic Development](#).

#### **New Additions to BalanceLogic Website**

The BalanceLogic creative team recently updated our website to include our new portfolios.

[Social Media](#) [Marketing Collateral](#) [Logo Design](#) [Web Design](#)

#### **First Baptist Church of Glenarden Business Summit**

After a successful and well-attended Marketing seminar at the Prince George's Chamber of Commerce, Bill was asked to give his presentation at the [First Baptist Church of Glenarden Business Summit](#). The summit brought churches from across the nation as well as local businesses together to better their business. Bill's seminar covered everything from branding and establishing a brand identity to creating a marketing plan. In addition, understanding QR codes and Search Engine Optimization were hot topics.

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



#### QUICK LINKS

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

#### FUN FACTS

**Halloween is the second highest grossing commercial holiday after Christmas**



### COSTUME CONTEST

#### DATE

Wednesday, October 31  
9:00 am – 10:30 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

# FREE Logo Contest

Submit a logo. (that needs to be redesigned)  
Vote. (for the logo you want to win)  
Win. (the logo with the most votes wins a new logo)

Contest ends October 31.  
Winner will be drawn on November 5

\* \$249 value

## Howwwl-To....#1

### Search Engine Optimization (SEO)

Did you know that all search engines randomly change their algorithms?

Did you know each search engine has its own set of guidelines?

Have you ever heard of SERP (Search Engine Results Page)?

It is the pages of the search engine that delivers the result of your keyword search.

Quick Note: The 3 elements of a search engine are Crawling, Indexing, and Search-engine specific software.

Keep track of your website placement.

**Here's Howwwl:**

1. Search your company's name
2. Search keywords that apply to your business (products, services, etc.)
3. Search company name and location together
4. Search keywords and location together



Visit our [Facebook](#) page daily from now until Halloween to see a new How-To treat each day. THEN, every Thursday afternoon for How-To Thursdays.

### More Tricks & Treats

Visit our YouTube Channel to watch our webinars and learn more tips for your business.

[CLICK HERE](#)

## Howwwl-To....#2

### Microsoft Outlook

Going through your emails can be a challenging task. Often we can't address the email right away and find ourselves searching to find it again

each month by sending an email to:

[info@balancelogic.com](mailto:info@balancelogic.com)



2 hour session **\$99**

later. In this video we will show you a quick and easy way to clean up your inbox and make you more organized all at once using the Microsoft Outlook Drag and Drop feature.

1. Click on an email message
2. Drag the email to your tasks pane
3. This will generate a new task and include the original email in the body
4. Create a title for the task (you can also assign it to someone)
5. Save and Close

**You can use these same steps to create new calendar events and add new contacts!**



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## Featured Service

**90 Minute Onsite Business Communication Training for just \$199!**

We've all had those moments when the communication cat got our tongue! Whether in a business or personal setting, proper communication skills are a must. One word can mean the difference between successfully getting your point across or being tuned out. In this interactive training course you will acquire all the tools needed to communicate effectively.



**[Contact Us Today for More Information](#)**

## 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!



**Happy Halloween: The BalanceLogic Team**

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