

## BalanceLogic: A Year In Review



### What's New at BalanceLogic

#### Breakfast With BalanceLogic Presents: The Power of Relationship Marketing

Join BalanceLogic on Wednesday, December 18th from 9:00 am to 10:30 am for Breakfast with BalanceLogic on The Power of Relationship Marketing! This 90 minute seminar will enable you to develop new, more meaningful ways to connect with your customers to maximize loyalty and revenue potential to create long lasting and raving fans!

To register, please call 301-396-8455 or email [info@balancelogic.com](mailto:info@balancelogic.com).

#### BalanceLogic Welcomes Graphic Design Intern

We are glad to welcome Clese Moore to the BalanceLogic team as our Graphic Design intern. Clese will be working on several design projects for clients as well as BalanceLogic upcoming campaigns over the next few months.

#### Hospice of Charles County unveils the Inaugural Tree of Reflection

BalanceLogic is proud to be the new marketing partner for Hospice of Charles County. Cherish the memories of loved ones this holiday season and help Hospice of Charles County by purchasing a dove ornament to be hung on the Tree of Reflection at the Hospice House. All proceeds from the Tree of Reflection and ornaments will directly benefit the Hospice of Charles County and allow the staff to continue to best serve the residents of Charles County. To purchase your ornament, call the Hospice of Charles County at 301-861-5300 or fill out the [Tree of Reflection Order Form](#) and fax to 301-861-5317.

#### Things Are Getting "Pinteresting" Around Here

BalanceLogic has joined the world of Pinterest! Get an inside look at things happening around the office including new projects, upcoming events, informative videos and much more!



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## The Power of Relationship Marketing

**DATE:**

Wednesday, December 18  
9:00 am – 10:30 am  
Breakfast Provided

**LOCATION:**

RE/MAX Building  
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.

# The Power of Relationship Marketing

It takes an investment of your time, not your money.

## A Year In Review

### Bookkeeping Made Simple!

Quickbooks shortcuts provide you with fast and easy ways to enter information. For example, if today's date was 01/25/2013, instead of entering each number separately, you can click in the date field and type the letter "T". Quickbooks will automatically enter today's date! [Read More Here.](#)

### Winning the Customer Service Game

Always remember: it's not WHAT you say, but HOW you say it! You should never say "No", "I don't know" or "Calm Down" to a customer. [Read More Here.](#)

### Business Networking Playbook

Business Networking is a powerful tool to add to your company strategy. This tool can be used to get new contacts, announce a new product or service, meet new people or conduct market research. One tip for networking is make sure to follow up with everyone you meet! [Read More Here.](#)

### Ready, Set, Ignite!

BalanceLogic unveils a brand new corporate identity! The refresh included changing the main color from blue to orange and creating a new logo that incorporated the existing BalanceLogic Pie Chart. BalanceLogic also has a new slogan, "The Answer to Small Business". [Read More Here.](#)

### Building Your Social Media Community

Are you sinking your social media ship? BalanceLogic presents 5 ways you may be sinking your own ship and how to get back on track including not responding to messages or updating content regularly and ignoring or deleting negative feedback! [Read More Here.](#)

### Training To Be Tech Smart

Although it may sound simple, many times file backups are forgotten about until it is too late. Make sure you have a schedule to back up your files at least once a week! [Read More Here.](#)

### Take One For The Team!

#### Effective Leadership and Team Building Skills

The three C's of Leadership are Creativity, Communication and Crisis. Great Leaders are people who think outside the box. They also talk to everyone often and will lead others in a crisis situation! [Read More Here.](#)

### Good Grief! It's a BalanceLogic Thanksgiving!

BalanceLogic has so much to be thankful for this year! For Thanksgiving, we are transformed into some very iconic cartoon characters. [Read More Here.](#)

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

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



## About Us

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

*The Answer for Small Business!*

### The BalanceLogic Team

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