

RE-ENERGIZE Your Business Strategy

Quench Your Thirst
FOR SUCCESS!



What's New at BalanceLogic



BalanceLogic Announces Employee Promotion

We are very excited to announce the promotion within our Marketing Department. Amanda McComas has been promoted to Marketing Manager. She is responsible for the day-to-day operations within the Marketing Department as well as the execution of internal and external marketing campaigns.



This Month

[What's Happening](#)

[Interesting Information](#)

[Monthly Tip](#)

[About Us](#)



Quick Links

[More About Us](#)

[IT Support Services](#)

[Marketing Services](#)

[Graphic Design Services](#)

[Bookkeeping Services](#)

[Web Design Services](#)

[Business Consulting](#)

[Voice Solutions](#)

[Testimonials](#)



Fun Facts

According to Price-Waterhouse-Coopers, two-thirds of CEO's of fast growth organizations



Interesting Information: Building Business Relationships

Building relationships is one thing, but maintaining and growing them is a completely different animal and requires a lot of patience. Respect and trust are key elements in accomplishing this. One key element to remember is that a relationship is, and always will be, a two way street. Often there are times when traffic will be traveling more in one direction than the other.

As an important point to remember is that people tend to do business with someone they know and trust. If you are working on building a new relationship, communication is key. Each client, customer, etc. will be slightly different, so keeping the lines of communication open is a must.

Want to learn more? Read [Secrets To Small Business Success: Business Relationships](#), written by BalanceLogic CEO Bill Campbell

develop some type of business plan.

Only 7% of employees today fully understand their company's business strategies and what's expected of them in order to help achieve the company goals.

There are 28 million small businesses in the U.S. -- which outnumber corporations 1162 to 1

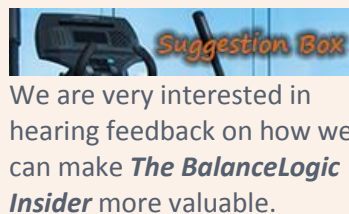


Time to Follow the Law!

Check out our Graphic Designer, Clayton Keesee's, rules and guidelines for impressive Graphic Design! New Laws every Thursday!

Clayton's

Find out how BalanceLogic can refresh your print and digital designs



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:
info@balancelogic.com

Happy Holidays

FROM THE BALANCELOGIC TEAM



#1 TIP: Vision and Mission!

Your company should have a vision and mission statement. These statements combined should explain who you are, what your business does, how you help people and where your company is going.

Monthly Tip: Vision & Mission Statements

A Vision and Mission Statements both describe the core values of your company, but are very different. They are both essential to your overall strategic plan for your business.

Vision Statement:

A Vision Statement is all about looking ahead to the future of your company. It should be about where you want to see your company going and what you intend to be. It outlines your most important goals and the value you want to offer to your clients. As an example, the BalanceLogic Vision Statement is below:

"We are committed to becoming the ultimate partner to small businesses; a company that our clients trust and rely on to achieve success."

Mission Statement:

A Mission Statement is more about the day-to-day operations within the company and how you wish to achieve your goals that are stated in the Vision Statement. It is more practical and speaks to the present day in the company, whereas the Vision Statement is more about what your company aspires to be. As an example, the BalanceLogic Mission Statement is below:

"BalanceLogic was established to provide small businesses with the expertise, support, and resources needed to improve their business by providing them the critical operational services needed to maintain and grow their company. Providing high quality professional business support services at an affordable price will empower our clients to reach goals beyond their own expectations.

The foundation of BalanceLogic is built on confidence, trust, reliability, and commitment to our clients. We value our clients and believe in strong, long term business relationships."



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, Business Consulting and Voice Solutions 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!™

Maryland Office

50 Post Office Road, Suite 302
Waldorf, Maryland 20602

Phone: 301-396-8455

Toll Free: 844-228-6976

Email: info@balancelogic.com

www.balancelogic.com

Georgia Office

1403 East 2nd Avenue
Rome, Georgia 30161

Phone: 706-368-9774



Like us on Facebook

facebook.com/balancelogic



Connect with us on LinkedIn

linkedin.com/company/balancelogic



Follow us on Twitter

[@balancelogic](https://twitter.com/balancelogic)



Subscribe to our YouTube channel

youtube.com/balancelogic



Join us on Pinterest

pinterest.com/balancelogic