

APRIL 2011

HAPPY EASTER!

This month includes:

- Welcome Dave McChesney
- Communicating your Brand Everyday
- Top 5 Reasons to Have Marketing
- Free Custom PowerPoint Presentation
- BalanceLogic Reflexion

BalanceLogic Welcomes Dave McChesney to our Team!

We would like to introduce you to Dave McChesney. Dave joins us as a Technical Support Specialist and will be working with our Technology Services team. Dave brings 15 plus years of IT support experience to the team and has earned several certifications including A+ and Network +. Dave's responsibilities also include assisting in our Technology Outlet division working on our refurbished equipment.

Please help us in welcoming Dave to the BalanceLogic Team.



FUN FACTS

The pie chart in the BalanceLogic logo represents the value we bring to your business. When you add BalanceLogic to your team, the percentage of your success increases.

MONTHLY tip

"Communicating Your Brand Everyday"

By defining your brand strategy and using it in every interaction with your target audience, you are able to effectively strengthen your messages and your hard earned relationship.

You should take every opportunity to get your name out there. One great way of doing this is to add your logo and social media links in your email signature. You can do this by following the below steps.

1. In Outlook, click Tools in the top tool bar and select Options.
2. Click the Mail Format tab at the top.
3. Click the Signatures button about 3/4 of the way down.
4. Click New and then type a name for your signature.
5. In Edit Signature box, type your name, title, and other contact info. Press enter to create a space after your contact info.
6. Click the Insert Image icon and then select the picture you want to insert.
7. Highlight the picture and then click the Hyperlink icon and in the address bar, type the url link of where you want the visitor to go. For your logo, I would recommend your website.

Hop Ahead of Your Competition!

Free Custom PowerPoint Presentation with any Brand Identity Refresh

Available to The BalanceLogic Insider subscribers only!

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FREE RESOURCES

Look for this valuable resource in every issue of The BalanceLogic Insider.

[Convert Files to PDF](#)
[doPDF](#)

Top 5 Reasons to Have Marketing Materials...

1. To give your audience a sense of stability - Show that you have invested in your brand identity.

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



2. Commitment - Printed materials show that you are committed to your company and to communicating to your clients.
3. Answer Questions - Use your marketing materials to ask the most common questions about your business.
4. Communicate your message - Marketing materials are a great way to get your message across.
5. Introduce Products/Services - Introduce a new product or service through a variety of printed marketing materials.

Introducing BalanceLogic Reflexion



Reflexion Total Control (RTC) is a hosted email security service that blocks

unwanted email before it reaches the corporate network. BalanceLogic Reflexion's unique technology also identifies address-sharing and the sources of spam, and provides concrete tools for preserving the integrity of one's primary email address. Automatic inbound email queuing assures email continuity in the event of a local server outage, and outbound email filtering protects one's reputation and helps avoid the business disruption of IP address blacklisting.

[Contact Us](#) to Learn More About this Simple But Powerful Email Protection Service!

BalanceLogic® is a back-office support and services company providing [Accounting & Bookkeeping Services](#), [IT Support & Management Services](#), [Web Services](#), [Graphic Design Services](#), and [Administrative Services](#) to the commercial and government markets. 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 Easter
from The BalanceLogic Team
<http://www.BalanceLogic.com>

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BIG BUSINESS PROTECTION AT A SMALL BUSINESS PRICE!



PROTECTION SERVICES	0 - 99	100 - 500	500+
Reflexion Total Control (RTC)	\$5.00	\$4.00	\$3.50
Reflexion Archiving, Discovery and Recovery (RADAR)	\$7.00	\$6.50	\$5.50
Total Control Email Encryption	\$8.00	\$7.50	\$7.00