



BalanceLogic

BRINGING BIG BUSINESS OPERATIONS TO THE SMALL BUSINESS
SUPPORTING BREAST CANCER AWARENESS

INSIDER

THIS MONTH INCLUDES

- Welcome!
- Free Logo Contest
- Small Business Websites: Your Questions Answered
- Three Tips to a Successful Website
- Featured Service
- Coupons



MONTHLY SPECIAL Customized

Facebook Page Just \$129

Includes:

- Custom Profile Picture
- Creation of Information Page
- Featured on BalanceLogic's Page

QUICK LINKS

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

FUN FACTS

BalanceLogic has designed websites for several different industries, including retail, healthcare, construction, and nonprofits.

FREE RESOURCES

JUNE 2011

WELCOME

One thing in today's business world that we have to accept is that technology and the Internet play a critical role in our businesses and everyday lives. We can order pizza, do our grocery shopping, and pay our employees with just a few clicks of the mouse. Even more interesting, we can do it from our cell phones. How about that for Technology!

When you need directions, a phone number, or want to find out if a certain business offers the services you're looking for, or if you want the price of such services then you go to the company's website.

If you are looking for a place to spend your marketing money, look no further!

[Read More](#)

Why is BalanceLogic going pink for the month of June? Both my mother-in-law and sister are breast cancer survivors, and their birthdays are in the month of June. So I thought this would be a great month to dedicate to breast cancer awareness. Help us make a difference, help us raise awareness!

- Bill Campbell, CEO

CONTEST

FREE CUSTOM LOGO CONTEST

Do you know someone in need of a new or refreshed logo for their company? ENTER TODAY to nominate your own business or someone else's business today!

Here's how to enter:

1. Visit our Facebook Page - <http://www.facebook.com/balancelogic>
2. "Like" Us
3. On our Wall, click Share Photo
4. Upload the current logo of the company you wish to nominate
5. In the text box, enter I Nominate...the Company Name (be sure to "Tag" them if they have a Facebook Page)
6. Click Share
7. Spread the Word! Encourage all your friends and co-workers to visit our page and "Like" your logo (remember, they must first "Like" BalanceLogic)

The logo with the most "Likes" will win a Free Custom or Refreshed Logo!

All entries must be submitted via Facebook by 11:59 pm EST on June 30, 2011. Only one logo is accepted per company. The winner will be announced on July 1, 2011 on [FaceBook](#).

dafont - Free font
download:
<http://www.dafont.com/>



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

INTERESTING INFO

Your Questions Answered:

Small Business Websites

1. Websites are too expensive and I cannot afford it:

Depending on the definition of "too expensive", this may very well be true for some, but having a website developed is affordable. You can have the basic informational website created for less than \$800.

2. I am not technology savvy; I don't know how to update a website.

This is a fair statement. If you have a website, you definitely want to keep it updated and you don't have to be technology savvy to accomplish this. You can have someone update the website for you for a small monthly fee, or you can do it yourself. There are some simple tools on the market that can make this task easier for the non-technical person.

3. I don't need a website. If you think you don't need a website in today's world, you are sadly mistaken. If you choose not to have a website, you are not completely tapping into your customer base and in some cases potential clients will not do business with you because of your lack of an online presence.

[Continue Reading...](#)

MONTHLY TIP

3 Tips to a Successful Website

1. Research: Visit other websites to see which features would be useful for your company's website. You will also want to make sure the design you have in mind is not exactly like one of your competitors.



2. Brainstorm: Think about your company image and the type of customers you will be marketing to. Create a layout that will be easy to navigate and have lasting appeal.

3. Stand Out: Design or re-design to differentiate your business. A good clean design for your website can give your business an edge and leave a lasting impression to customers. If you do not have a professional on staff to create a design, hire a firm, such as BalanceLogic, to give your business that creative edge.

FEATURED SERVICE

Content Management System (CMS)



BalanceLogic's CMS allows users to create new pages, format text, and add pictures and documents. Our CMS does

not require knowledge of coding or ftp and the changes are made instantly. With CMS you have the control.

[Contact Us](#) to Learn More!

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.

SUPPORTING BREAST CANCER AWARENESS

The BalanceLogic Team

<http://www.balancelogic.com>

Find us on **Facebook** 

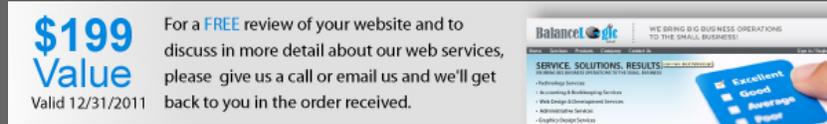
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\$199 Value
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For a **FREE** review of your website and to discuss in more detail about our web services, please give us a call or email us and we'll get back to you in the order received.



BalanceLogic WE BRING BIG BUSINESS OPERATIONS TO THE SMALL BUSINESS!

SERVICE. SOLUTIONS. RESULTS.

- Marketing Services
- Accounting & Bookkeeping Services
- Web Design & Development Services
- Administrative Services
- Graphic Design Services

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BalanceLogic, LLC | 3050 Crain Highway | Suite 202 | Waldorf | MD | 20601