



BalanceLogic

BRINGING BIG BUSINESS OPERATIONS TO THE SMALL BUSINESS
REMEMBERING THOSE WHO SERVED

INSIDER

THIS MONTH INCLUDES ★

- Welcome Rachael to the BalanceLogic Team
- Free Logo Contest
- Creating a Facebook Page for Your Company
- Three Tips to a Successful Logo
- 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 grew more than **40%** in 2010!

FREE RESOURCES ★

7zip - Open source for zip format files:
www.7zip.com

MAY 2011

WELCOME

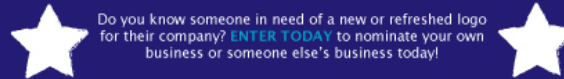
We are pleased to introduce our new **BalanceLogic Insider!** After taking the suggestions of our subscribers, we've revamped our newsletter and introduced a great new layout!

BalanceLogic introduces Rachael Lusby to our Team! Rachael joins us as a Marketing Assistant, specializing in Graphics Design. Rachael is a graduate of Salisbury University, with a degree in Art/Graphic Design. She is highly skilled in the Adobe Creative Suite, including Photoshop, Illustrator, and Flash. Rachael will be responsible for all graphics design for both BalanceLogic and our clients. She will also be assisting in our company marketing efforts, including Social Media. Please help us in welcoming Rachael to the BalanceLogic Team!

On May 11th, BalanceLogic participated in the St. Mary's County Chamber of Commerce's Business Showcase. We met several great local businesses in St. Mary's County and received many promising leads. Sherry Santana of Chaney Enterprises was the lucky winner of our **Brand New Tablet PC!** Be sure to visit our FaceBook page to see pictures of our booth.

CONTEST

FREE CUSTOM LOGO CONTEST



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.

INTERESTING INFO

Creating a FaceBook Page for Your

**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

Company

Note: You must create a personal profile first.

1. On the left side of the personal profile, click Pages
2. At the top, click +Create Page
3. Choose the type of page
4. Enter the Business Information
5. Click Get Started
6. Follow FaceBook's Step by Step Instructions for Customizing Your Page



To Access Your Business Page:

1. On the top right, click Account
2. Click use FaceBook as Page
3. Click Switch

[Contact Us](#) for more information on creating a [FaceBook Page](#).

MONTHLY TIP

3 Tips to a Successful Logo

1. Keep it Simple: Having a logo that is complicated makes it difficult for reproduction and will fail to engage your audience. Your logo is the face of your business and "sells" your product. Simple is best!



2. Colors: Choosing the colors to your logo are very important because different colors illicit different responses from the audience. Two or three colors should be the maximum choice. The more colors you have, the more expensive productions costs. Some of the most recognizable companies use only one or two colors for their identity.

3. Longevity: There are many companies that have logos with long-lasting appeal, such as the General Electric logo or the Shell logo. It is a good idea to think several years ahead and picture where your company will be. Most companies update their logo after so many years, but the changes are small and they still keep the original feel of their logo.

FEATURED SERVICE

Email Protection Services



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.

Remembering Those Who Served
The BalanceLogic Team
<http://www.BalanceLogic.com>



Thank your customer, tell them how valuable they are to you, but don't go overboard. Insincerity is easy to spot.

A screenshot of a Facebook page for BalanceLogic. The page features a custom profile picture, a cover photo, and a navigation menu with options like Home, Status, Photo, Link, MP Video, and Location. The page content includes a header with the company name and logo, and a main section with a grid of images and text.

Customized Facebook Page for Just \$129

Includes Custom Profile Picture, Creation of Information Page, and Featured on BalanceLogic Wall.



\$50 OFF Any Graphics Project Over \$100
Take advantage of by 6/30/2011

[Forward email](#)



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BalanceLogic, LLC | 3995 Hanson Road | White Plains | MD | 20695