

SEPTEMBER 2010

BalanceLogic® provides you with a broad array of cost effective and high quality business support and backoffice services. Whether it's data entry, network support, accounting/bookkeeping, web or graphics design, we can help you either on a regular or ad-hoc basis.

We invite you to give us a call or visit our website to find out how our services can help your business operate more effectively and stay competitive. We value our clients and believe in strong, long term, business relationships.

Here's what's going on in BalanceLogic!



Breakfast with BalanceLogic is a monthly workshop series presented by BalanceLogic on the last Monday of each month. This workshop series will provide insight and interactive activities on everyday business related topics.

Our next workshop is scheduled for September 27th and the topic is **Interactive Marketing Plan Workshop**. This 90 minute workshop will provide you with the expertise and confidence needed to successfully put together a basic marketing plan. You will leave the workshop with a complete marketing plan outline.

The workshop will be comprised of an interactive marketing plan development exercise.

[Download](#) the flyer for more information. [REGISTER ONLINE](#)

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**FREE RESOURCES**

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

**[Records Retention: What to Keep and How Long?](#)**

**SUGGESTION BOX**

We are very interesting 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](mailto:info@balancelogic.com)

**BalanceLogic Softball Scoreboard**

8/29/10 - Loss 2 Games  
9/12/10 - Won 2 Games

**Monthly Tip - Keeping Spam at Bay**

"Gone are the days when your email inbox contained only messages relevant to you or your business. As employees spend more and more time dealing with unwanted emails, they are being less productive. This podcast discusses tips for fighting spam and keeping employees productive at small businesses."

[Listen to the podcast](#) from Symantec.

For more information on how BalanceLogic can assist with protecting your computers and network, contact us at 301-396-8455.

**Small Business Marketing**

Do you have a written marketing plan? Have you executed it? Or are you working very hard running your business and trying to stay or get ahead?

If so, you must take action now to stay competitive and drive customers to your business. The best way to start is by determining and documenting your marketing objective so you can reach your business goals. This will give you a great start to a full and complete marketing plan. Don't forget to include your website as part of your marketing strategy.

Good marketing materials are a great way of assisting you with selling your product or service. Just like any tool of the trade, these marketing materials must be ready and waiting at all times.

Remember, sales and marketing are not one in the same, they are different. Marketing exists to support your sales efforts.

Some common marketing materials to have on hand are:

- Business cards for first contact and networking
- Brochure for following up
- Presentation for sales and company overview
- Flyer for company capabilities or selling points

No marketing materials? BalanceLogic's graphic design services can help. If your ready to get serious about your marketing, give us a call and take advantage of our low cost marketing material creation services.

**BalanceLogic Co-Ed Softball Season Kick-Off**

Dust off your glove and get out your softball bat! And, don't forget the peanuts and Crackerjack.

BalanceLogic's first softball game was August 29, 2010.

BalanceLogic played their first coed "doubleheader" of the fall season on Sunday at scenic Laurel Springs Park off Radio Station Road in La Plata. They played against the Plant Farm Rentals local team.

Congratulations are in order to "The Waldorf Maaco Duo"! Paul Faucheux (Owner of Waldorf Maaco franchise) stepped out on the mound for his pitching debut with his office manager Robin Harding alongside playing catcher. Paul also astonished the crowd with his line drive that drove in two runs!

Two players really showed off their talents during the game. Congratulations to Bill Campbell (CEO of BalanceLogic) and Dustin Mayfield for their efforts to take the lead in the game on their home run hitting! The team played strong and fought hard to take the lead; however, we were unable to pull off a win.

### Used, Refurbished, and Pre-Owned Technology Offers Huge Savings.

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The BalanceLogic Team  
<http://www.BalanceLogic.com>

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[CEO Junction](#)



BalanceLogic was such a asset to us when we changed our front desk system. It was a project more complicated then expected and BalanceLogic came in and took over just like part of the office family. It was so reassuring that they knew what they were doing and made the transition painless. Every time we have needed them for any computer issues, they have been here in a timely matter. Thank you for making all our systems co-exist and all our other computers run safely and smoothly. The most knowledgeable Techs and their dependability has kept me with BalanceLogic!

Sharon Richards  
General Manager  
Best Western - La Plata Inn

