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Social Media has transformed people from content readers into content publishers.

It is the **shift** from a broadcast mechanism to a **many-to-many model**, rooted in conversations between authors, people, and peers.

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In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

It is the Age of Conversation.

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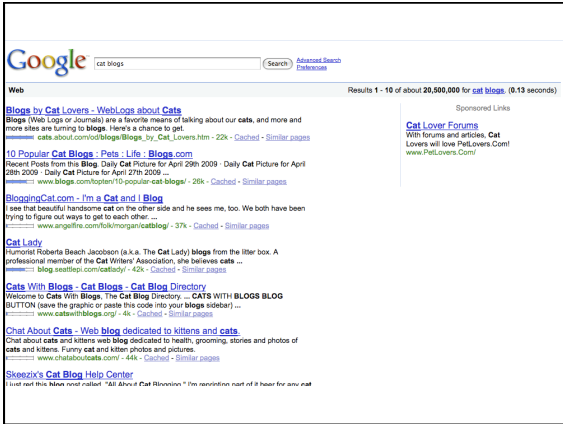
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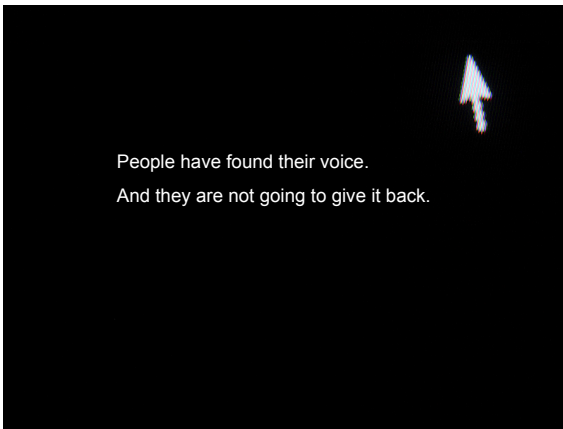
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**one of those horrible moms** 605 Comments  
 a nonchronological group of essays

Mar 16, 2007  
 Fake, out!


Dear American Girl Place,

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Web images books news shopping social tools

Google one of those horrible moms american girl Search

Web Results 1 - 10 of about 172,000 for one of those horrible moms american girl. (0.31 seconds)

**American Girl®** Sponsored Link  
 www.AmericanGirl.com See What's New at American Girl®. Dolls, Books, Accessories & More!

**one of those horrible moms: Fake, out!**  
 One mom just smiled and said "Well, American Girl Dolls aren't for everyone, you know ...  
 Posted by one of those horrible moms at Friday, March 16, 2007 ...  
 oneofthosehorriblemoms.blogspot.com/2007/03/fake-out.html - 320k -  
 Cached - Similar pages - Note this

**one of those horrible moms: Regular Women**  
 Posted by one of those horrible moms at Friday, April 20, 2007 ... Take a look at the  
 American Girl thread & see how the doting mom fails to respond to ...  
 oneofthosehorriblemoms.blogspot.com/2007/04/regular-women.html - 105k -  
 Cached - Similar pages - Note this  
 More results from oneofthosehorriblemoms.blogspot.com »

**American Girl Dolls - Mahalo**  
 Nov 20, 2007 ... American Girl Dolls Message Boards and Blogs. One of Those Horrible  
 Moms Blog Post: Fake, out! The OC Report: American Woman: American Girl ...  
 www.mahalo.com/American\_Girl\_Dolls - 24k - Cached - Similar pages - Note this

**Why I'm Glad I Never Got My American Girl Doll - Poorer Than You**  
 When I was a little girl, American Girl dolls were so cool ... Hair (which describes the blog  
 post "Fake Out" by blogger "One of those horrible moms") ...  
 poorerthanyou.com/2007/03/23/why-im-glad-i-never-got-my-american-girl-doll - 35k -  
 Cached - Similar pages - Note this

**Mummy Poppins—Get more out of NYC for kids—Activities, outings ...**  
 Mar 23, 2007 ... American Girl. You may have thought a single little girl didn't matter ...  
 about someone whose blog is called One of Those Horrible Moms ...  
 www.mummypoppins.com/m/4193 - 48k - Cached - Similar pages - Note this

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**User Generated Content**



More than **25%** of search results on Google for the world's 20 largest brands are links to **consumer generated content**

Source: Nielsen Buzz Metrics

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**Mobile Marketing**



The number of text messages sent and received every day **exceeds** the population of Earth

Source: Forrester, 2007 Mobile Commerce Landscape

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Social media - Wikipedia, the free encyclopedia

Thanks to everyone who donated in the Wikimedia Foundation fundraiser! You can still make a contribution, or buy Wikimedia merchandise.

### Social media

From Wikipedia, the free encyclopedia

**This article does not cite any references or sources.** (June 2007)  
 Please help improve this article by adding citations to reliable sources. Unreliable material may be challenged and removed.

**This article is written like a personal reflection or essay and may require cleanup.**  
 Please help improve it by rewriting it in an encyclopedic style. (June 2007)

**Social media:** Participatory online media where news, photos, videos, and podcasts are made public via social media websites through submission. Normally accompanied with a voting process to make media items become "popular".<sup>[*show source*]</sup>

**Social Media Expanded Definition:** Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.

Social media uses the "wisdom of crowds" to connect information in a collaborative manner. Social media can take many different forms, including [Internet forums](#), [message boards](#), [weblogs](#), [wikis](#), [podcasts](#), [pictures](#) and [video](#). Technologies such as [blogs](#), [picture-sharing](#), [vlogs](#), [wall-postings](#), [email](#), [instant messaging](#), [music-sharing](#) [group creation](#) and [voice over IP](#), to name a few. Examples of social media applications are [Google](#) ([reference](#), [social networking](#)), [Wikipedia](#) ([reference](#)), [MySpace](#) ([social networking](#)), [Facebook](#) ([social networking](#)), [Last.fm](#) ([personal music](#)), [YouTube](#) ([social networking](#) and [video sharing](#)), [Second Life](#) ([virtual reality](#)), and [Flickr](#) ([photo sharing](#)).

**Contents** [hide]

- Distinction from traditional media
- Examples
- See also
- References

**Distinction from traditional media** [edit]

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**Drew's marketing minute** Where strategy and passion collide

**DREW IS TOP DOG AT McLELLAN MARKETING GROUP**

- Where will you be 90 days from today? | Main | Ten things you didn't know about Toby & Liz -

### Apparently the presidential candidates missed the memo

The Iowa caucus of 2008 is history. We all know who is viable, which messages resonated and which candidates need to re-tool.

But here's what I know. Not one of the candidates got the memo.

What? You haven't seen it either? Hmm. Maybe it got bogged down with all the holiday cards and political post cards. Okay...let me share it again.

**TO:** Presidential Candidates of 2008  
**FROM:** The American people  
**SUBJ:** How we'd like to hear your message



**ABOUT DREW**



**Email Me**  
 McLellan Marketing Group  
 1430 Locust Street, Suite 200  
 Des Moines, Iowa 50309  
 (515) 251-9400

**Have You Read Drew's Book?**

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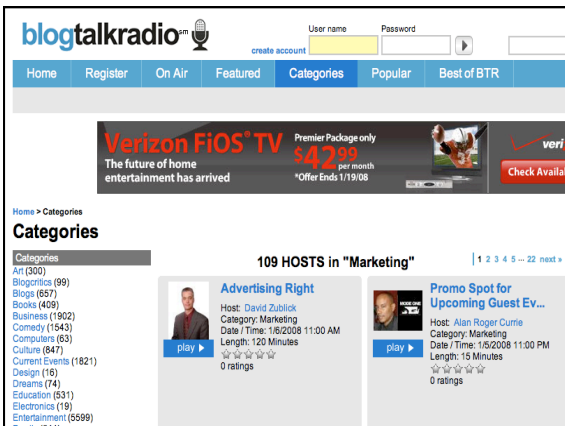
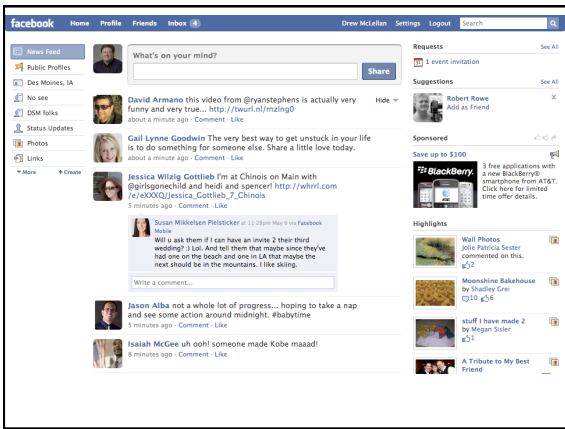
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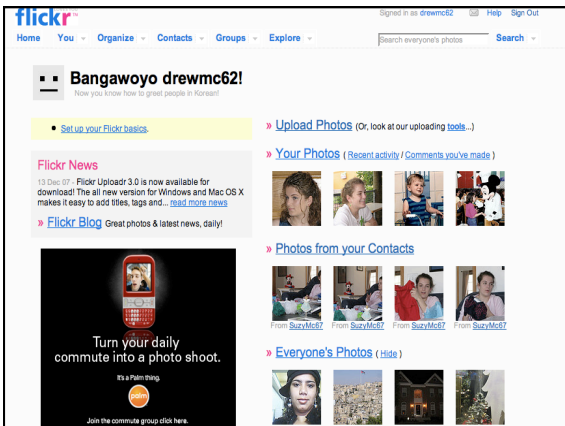
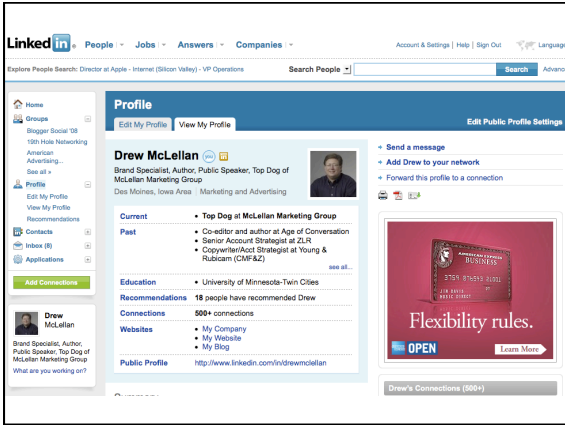
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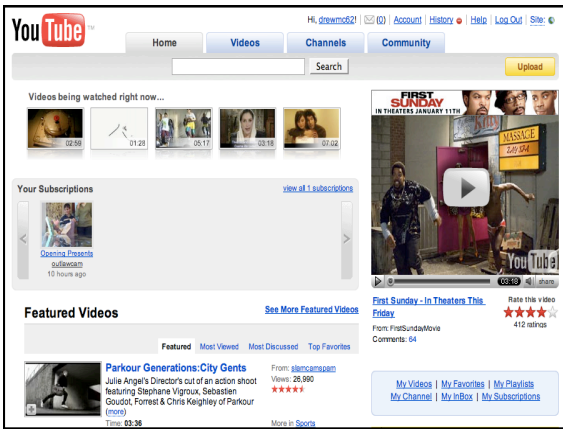
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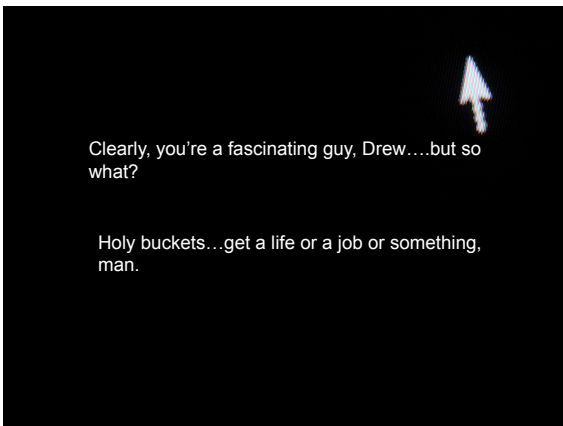
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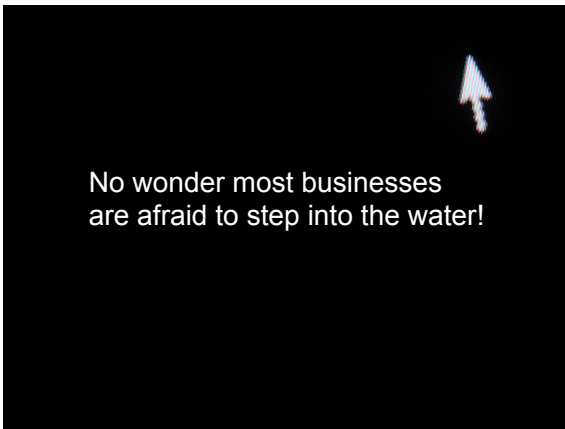
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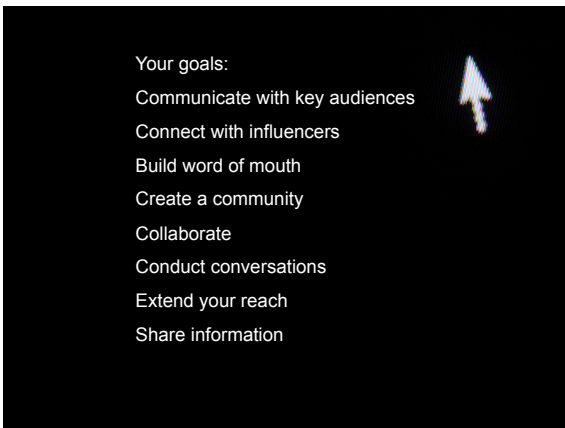
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Your goals:	What social media does:
Communicate w/ key audiences	Communicate w/ key audiences
Connect with influencers	Connect with influencers
Build word of mouth	Build word of mouth
Create a community	Create a community
Collaborate	Collaborate
Conduct conversations	Conduct conversations
Extend your reach	Extend your reach
Share information	Share information

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And on a scale that is hard to fathom.



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Social marketing is using web 2.0 tools, sites and services to promote your organization's products, ideas, issues, agendas and services.

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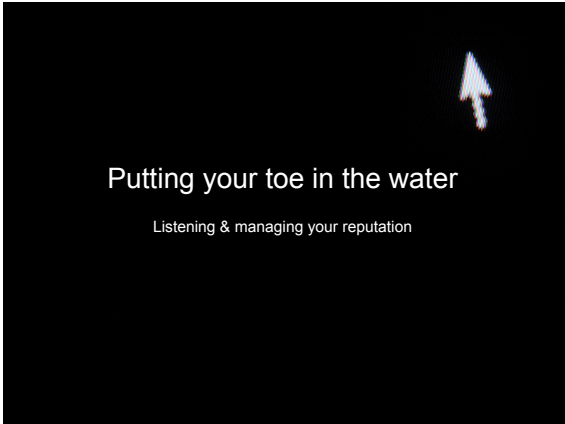
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Google Alerts (BETA) [FAQ](#) | [Sign In](#)

**Welcome to Google Alerts**

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

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- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

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<http://www.google.com/alerts>

**Create a Google Alert**

Enter the topic you wish to monitor.

Search terms:

Type:  ▾

How often:  ▾

Your email:

Google will not sell or share your email address.

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**Google Blogs Alert for: "drew mclellan"**

[Servant of Chaos: Our Lives in Public](#)  
By Gavin Heaton  
Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As **Drew McLellan** points out in Who Really Owns Your Social Media Persona?: ...  
[Servant of Chaos - http://www.servantofchaos.com/](http://www.servantofchaos.com/)

[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in ...](#)  
By Beth  
**Drew McLellan** puts it, "If you drop the f-bomb on Twitter, does your boss have a right to wince?" He goes on to ask these questions: Do you think employee manuals of the future will have "social media guidelines"? ...  
[Beth's Blog: How Nonprofits Can... - http://beth.typepad.com/beths\\_blog/](http://beth.typepad.com/beths_blog/)

[Drew McLellan - 97 Bottles](#)  
By Drew McLellan  
**97 Bottles** is a totally free service that lets you review, recommend and learn about beer with your friends.  
[97bottles.com: Newest timeline items - http://97bottles.com/](http://97bottles.com/)

[IowaBiz: Dance with the one that brought you](#)  
By Drew McLellan  
by **Drew McLellan** in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...  
[IowaBiz - http://www.iowabiz.com/](http://www.iowabiz.com/)

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**Addict-o-matic**™ Instantly create a custom page with the latest buzz on any topic.

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Topic: "drew mclellan"

- Google News:**
  - Imagewet - Blog Archive - Coming from Blog Category - Özel Web Tasarım
  - Workwise: Informal partnerships for a new workplace - Modesto Bee
  - Free Samples = Bigger Profits for Food Companies in Recession - FOXBusiness
  - Who's the boss when you're online at work? - SmartBrief
- Twingly Blog Search:**
  - Book review: "Connect: Marketing in the Social Media Era"
  - Does banking and social media go together?
  - Is my Business Plan a Weapon or Just another Word Document (Cory Isaacson)
  - Connect - marketing in the social media era
  - Marketing Strategy From a Dog
- Google Blog Search:**
  - Drew McLellan - The Marketing Minute: A cost effective and ...
  - A cost effective and powerful marketing tool
  - An instructive tale about Social Media from the ancient epic The ...
  - Marketing Strategy From a Dog
  - The Project 100 Social Media Project
- Friendfeed:**
  - Drew McLellan: RT @zanesafrit Don't forget tomorrow's webinar from @smallbiztrends: 10 Strategies to Save Overhead Expenses http://rdjix.com/QF8jv #SMESAVE
  - Drew McLellan: RT @zanesafrit Don't forget tomorrow's webinar from @smallbiztrends: 10 Strategies to Save Overhead Expenses http://rdjix.com/QF8jv #SMESAVE
  - Drew McLellan: @JasonFalls -- what? You don't enjoy talking about the same thing
- Bloglines:**
  - Drew McLellan
  - Drew McLellan
  - Drew McLellan is now connected to Ryan Carson (Owner, Carsonified)
  - Twitter - Drew McLellan: The difference between people who makes...
  - Who really owns your social media persona?
- Wikio:**
  - Australia's best heading to Perth (News.com.au)
  - An instructive tale about Social Media from the ancient epic The Mahabharata, and 99 other chapters (MisEntropy)
  - Age of Conversation 2 - Why Don't They Get It? on Amazon (Flooring The Consumer)
  - Ducks hook first seeded Sharks (Clube and

<http://addictomatic.com/>

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You'd better make the time

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hee-hawmarketing

there is no box.

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« [A Tune In Saturdays Preview Special](#) | [Main](#) | [Dallas Marketing Zoo](#): Ep. 2 »

December 31, 2008

**HURRICANE KOHL'S!**

**UPDATE:** To see the Kohl's response to this post, go [here](#).

**UPDATE #2:** To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

[Read more](#)

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Creative Think	"Come on man! I work at Kohl's and on our worse day we have never looked anything near this disaster.	Built To Spill Cassette... Built To Spill's Cassette...
Critical Fluff		
Drew's The Marketing Minute	It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!	Hey Hey My My Hey Hey My My
El Gaffney		
excuseative	Yes customers can be awful yes they can mess up the departments yes it is hard to keep up but the pictures here show a store that gave up or does not care.	
Experience Curve		
Experience Manifesto	The comments on this blog are pretty much justified. Remember: Expect Great Things."	
expo88		
Get Shouty	<b>From Former Kohl's Employee in comments:</b> "Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."	iTunes Make your own
Greg Verdini's Marketing Blog		
Intelligor Blog		
Jaffe Juice		
Junior planner I am		
Living Light Bulbs		
Logic+Emotion		
Make the legs bigger.		
Apple Take-down		
Marketing Hipster		
Marketing Nirvana -- by Mario Sander		
Marketing Profs Daily Fix Blog		
Nail Guy		
Nvidia Orchard, by the Idea Grove		
	<b>From Alejandra in comments:</b> "I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bitch and complain about stupid crap and/or do nothing to help." <b>From Emily in comments:</b> "I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers."	



<p>Web <a href="#">images</a> <a href="#">Maps</a> <a href="#">News</a> <a href="#">Shopping</a> <a href="#">Gmail</a> <a href="#">more</a> ▼</p> <p> <input type="text" value="kohl's"/> <input type="button" value="Search"/> <a href="#">Advanced Search</a> <a href="#">Preferences</a></p>	
<p>Web</p> <p><b><a href="#">Kohl's™ Official Site</a></b> www.kohls.com Great Savings and a Wide Selection for Your Family and Home at Kohl's!</p> <p><b><a href="#">Women's Clothing - Apparel &amp; Accessories at Kohls.com</a></b>  View women's clothing, apparel and accessories at Kohls.com - expect great things. Leading brands and styles of clothing, apparel and accessories for women ... www.kohls.com/kohlsStore/womens.jsp - 29k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p> <p><b><a href="#">Hee-Haw Marketing: HURRICANE KOHLS!</a></b>  I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this ... heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p> <p><b><a href="#">Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons...</a></b>  Kohl's, Kohl's Coupons, Kohl's Online Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons and Kohl's Discount Shopping. www.flamingworld.com/coupons/Kohls - 207k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p> <p><b><a href="#">Kohl's Coupon Codes - all coupons and promotional codes for kohls.com</a></b>  Find and share Kohl's coupon codes and promotional codes for great discounts. Get the best kohls.com coupon at RetailMeNot.com. www.retailmenot.com/view/kohls.com - 135k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p>	



<p align="center"></p> <p align="center">Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.</p> <p align="center"></p>	
<p align="center">- It's INCREDIBLE!   <a href="#">Main</a>   <a href="#">Service: It's Not "Geek" to Robert Stephens Either!</a> -</p> <p><b>Service: It's Not "Geek" to Me</b></p> <p>I bought a laptop from Best Buy along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.</p> <p>When the computer returned (ahead of schedule!) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said they were. He was wrong. The card slot appears not to have been touched and</p> <p><b><a href="#">The Geek Squad</a></b></p> <p>I returned to the Geek Squad (it's an hour drive one way) and explained the</p>	
<p><b>ABOUT TOM</b></p> <p>Tom Vander Well</p> <p><a href="#">Book Tom to Speak</a></p> <p><a href="#">Email Me</a></p>	
<p></p> <p><b>SUBSCRIBE TO FEED</b></p> <p></p> <p>Understanding Feeds/RSS</p> <p>Or Get the Feed via email.</p> <p>Enter your email address: <input type="text"/></p>	



**QA QnA**

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

[- 5 Commonly Missed Courtesies | Main | Tag - You're It! -](#)

### The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with The Geek Squad at Best Buy. Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.

A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad totchkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

**ABOUT TOM**  
 Tom Vander Well  
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MacNewsWire (RSS unread)

Subscriptions: RSS/Atom All Sites Drawer Mark All As Read Post to Weblog Next Thread Search

News Items	Feed Walls	Random	Beyond...	The Viral...	The Viral...	The Viral...	Date
Garrett Blog (397)							
• Thursday   May 7   Your News & Comments							12:59 PM
• M&A   Exploring new opportunities with partners?							11:29 AM
• Mail   How do "board IT policies" show your work?							12:11 AM
• Trends   How niche-blogging to meet their 500k							06 May 2009
• USA Today Confidential: Issue 05.07.09							06 May 2009
• Ewinra Confidential: Issue 05.07.09							06 May 2009
• Jersey Confidential: Issue 05.07.09							06 May 2009
• Wednesday   May 6   Your News & Comments							06 May 2009
• Waves - What I'm doing right now!							06 May 2009
• CCI   In early trading, Gannett soars another 16%							06 May 2009
• All Caps   No. 7 goes to our newest boss!							06 May 2009
• USA Today Confidential: Issue 05.06.09							05 May 2009
• Ewinra Confidential: Issue 05.06.09							05 May 2009
• Jersey Confidential: Issue 05.06.09							05 May 2009
• Tuesday   May 5   Your News & Comments							05 May 2009
• What I'm doing right now!							05 May 2009
• CCI   A 30% jump in just five days, short squeeze?							05 May 2009
• In Gawker time, a public-service journalism threat							05 May 2009
• Being ethnics comes with the territory of being a manager. Being evic...							05 May 2009
• History   CCI: First to employ openly gay reporter?							05 May 2009
• Carlines only							04 May 2009
• USA Today Confidential: Issue 05.05.09							04 May 2009
• Ewinra Confidential: Issue 05.05.09							04 May 2009
• Jersey Confidential: Issue 05.05.09							04 May 2009
• Monday   May 4   Your News & Comments							04 May 2009
• Press clips   Gawker on those (wacky) ex-reporters							04 May 2009
• Internet: too slower. Maximum: covec has not aware of "my coronavirus-directe...							04 May 2009

Google Reader interface showing the home page with various article snippets. The top bar includes navigation links for Gmail, Calendar, Documents, Photos, Reader, Web, and more. The main content area features sections like 'A look at what's new', 'Top Recommendations', and 'Latest News'.

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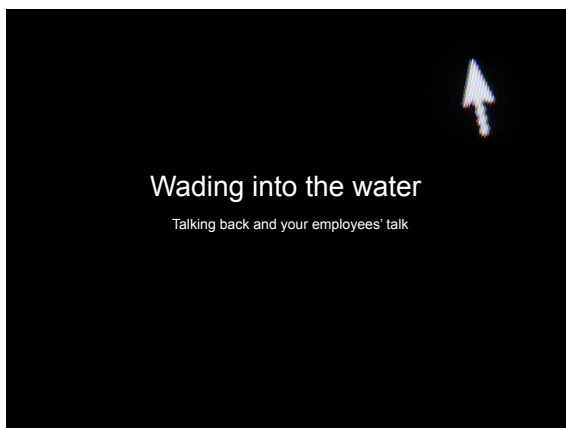
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**Wading into the water**  
Talking back and your employees' talk

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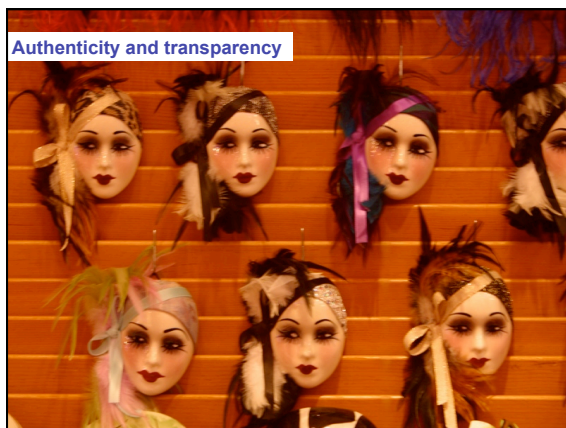
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**Authenticity and transparency**

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Responding the right way 

- Get the right person to respond
- Always identify yourself
- You're at their house - have good manners
- Understand the conversation is in control

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Responding the right way 

Hey everyone --

Great discussion you're having here. Thanks for caring about this issue. My name is Bob Smith and I'm the VP of Communications at Community Bank.

I wanted to respond to a couple of the comments specifically...

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Marketing Minute (Google Search)

AGE OF CONVERSATION



Archives

- Archives by Category
- Archives by Month

New Blogger's Toolbox

COMMUNITY

Drew's Community

I used the term "junket" with all the sarcasm I could muster, but I realized that was not transparent when you read it. That employee recognition event was later determined to have been an appropriate use of company funds and the media's majorly negative spin was done in very poor taste (my words). We are in agreement that WF could have adopted social media approach to lessen that initial shockwave of sensationalist journalism, which resulted in their lowered stock price and instantly put them in the same "category" as AIG and others to anyone who read the standard press. They could have had a much different outcome, had they had an enacted company wide approach to social media, which they currently still lack.

Posted by: Pete Jones - Des Moines Iosublog | May 4, 2009 1:38:34 PM

Hi Drew, I'm new to your blog, but noticed this post so thought I'd jump in. I founded and now manage Wells Fargo's social media team, back in 2005.

We've been blogging since '06, and have 5 blogs now, a Facebook page, Facebook app, MySpace page, two YouTube channels, and most recently, a Twitter channel (twitter.com/ask\_wellsfargo).

We believe it's important to be where our customers are...they can phone us, visit a branch, online, ATM--so, why not social sites? Of course not every site is right for us, but I think we've learned a lot by experimenting and carefully considering where we can add the most value to our customers.

There was a comment above about the Vegas employee recognition event, and why we didn't use social media. We did, actually. We blogged about it on our new Wells Fargo-Wichovia Blog. I wasn't involved of course in the decision to also place the NYTimes ad, but I can tell you that--in general--we view social media as an additive channel to others that already exist. In each effort, we focus on the conversational elements, and how conversations add value. So, for example on the WF-WB Blog, we're seeking feedback on the merger. On our Twitter channel, we're seeking proactive opportunities to help customers with service issues and thank them. I'm also grateful that in these particularly turbulent times, we have a social media team in

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Word of Mouth on the Web 

On steroids  
 Persistent -- Google never loses anything  
 Amplified -- exponential reach

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 **kevinfluencer** True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!" about 19 hours ago from bulletpoint

"Dan is [expletive] devastated about Dawkins signing with Denver. . .Dam Eagles R Retarded!!"

Carr, the district spokeswoman, also said a high school special education teacher was suspended after writing on her site, "I hate my students."

Carr said four other employees have received lesser punishments for photos or comments.

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What kinds of issues will we be facing? 

1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?
5. If you have an individual blog -- does it reflect on your employer and can they influence content?

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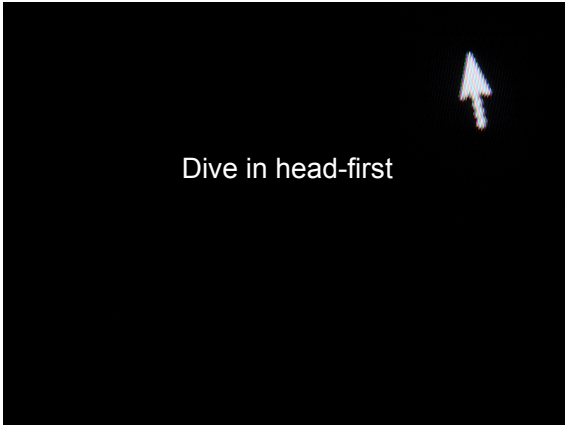
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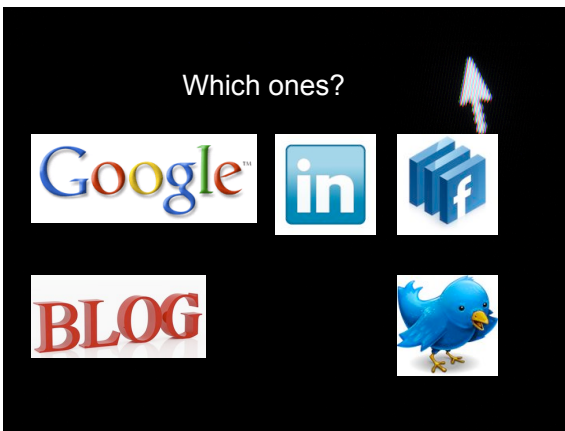
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12 outside authors, with sponsorship

**IowaBiz.com**  **Big ideas for small business**

PRESENTED BY PROFESSIONAL SOLUTIONS INSURANCE SERVICES

« Would you please report to security? | Main | Did You Hear What They Said About You? »

**Short and sweet!**  
by Drew McLellan in Marketing & Branding  
December 1, 2007

**It's hard to argue with the power of three-dimensional mailings.** They're attention getting, memorable, and yield great recall and results. If you want to make a big splash and have a small target audience - dimensional mailings are a potent solution.

But there are also times when it makes sense to rely on a simple postcard.

Retailers have this down to a science.

There's no envelope or extra clutter. Just a straightforward postcard that cuts right to the chase. *\*All DVDs 20% off. Sales ends January 20th. \*The items that don't if they surface this time.*

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What is RSS?

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**4 inside authors to demonstrate expertise**  
*Payment Industry Insider*  
Insights driving your growth

### Look of a Card Can Influence Usage

by Aris Jerahian in Cards  
January 4, 2008

If you think just by adding or customizing a card with your members photo choice does not make a difference - then take a look at these stats: (Source: Datacard Group Research)

- 62% of photo card customers' outstanding balances are higher than the U.S. national average.
- 50% fewer customers are likely to switch to other cards or destroy their cards when renewal time comes.
- 34% of photo cardholders' monthly volumes are higher than the U.S. national average.
- 17% more transactions occur with a personalized card than with one that is not personalized.
- 3.5% of photos submitted are attached to card applications, suggesting photo cards draw new customers.

Members today are searching for ways to express themselves and distinguish their styles in whatever format they can. Having a card

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**MEET THE AUTHORS**  
Aris Jerahian  
Brian Scott



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Office and Operations

**ARCHIVES**  
January 2008  
December 2007  
November 2007

### Don't Be Surprised - Get the Facts

by Ginger Marcinkowski in Decide Where & How  
January 5, 2008

When you are starting out, it can sometimes be a struggle to find all of the information you need to be sure you have chosen the right place to live and establish a practice. If you have chosen a new place to live that you have no real background on, how will you know if the growth will be there to support another new business?



Head on over to the **county courthouse** or **city hall**. These places are a wealth of information on the growth of the area you choose.

For instance,

- Find out where the county's new "hot spot" for building is - ask about **housing starts**.
- Ask about plans for new **roadways** or **construction** along the designated route to your business which might disrupt your client base.

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### Focus on a Healthy You!!

Have you been thinking you should get into shape? Lose weight? Quit smoking or exercise more? There is no time like the present to re-motivate, set goals and get going.

Our newly formed wellness committee has been hard at work developing plans to help us get focused on our own good health.

We will start with Health Screening and Assessment conducted by Iowa Health System. This completely confidential assessment will give each of us our personal information about our own health risks and measures. From there we can focus our goal setting on what is important to us. Watch for detailed information about the screenings in the next few days.

Coming soon:

- Health Club fee reimbursement
- On-site Weight Watchers
- On-site Freedom From Smoking, smoking cessation classes
- New challenges from the TMG Walking Club
- Other activities and promotions to help us keep focused on our goals.

Why is a Healthy Workforce important to TMG?  
Healthy life styles lead to happy, healthy and productive employees. A healthy workforce is an element of "Our staff stands ready..." We cannot reach the future we strive for without a healthy and fully engaged staff.



**Drew's marketing minute**  Where strategy and passion collide   
DREW IS TOP DOG AT McLELLAN MARKETING GROUP

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**Precision adds to credibility**

I flew into Marco Island, FL on Saturday to speak at a conference. During the flight, the pilot came over the PA system to tell us that he'd "have us on the ground in 37 and one third minutes."

My first thought was...guess he knows what he's doing.

In marketing materials, copywriters have a tendency to use round numbers or catch all phrases like "well over two thousand." What if instead the writer had used 2,482?

Which one feels more real? More accurate? Which one gives the communications piece more weight and credibility?

Exactly. So be exact.

**Technorati Tags:** accuracy, copywriting, credibility, marketing, precision

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**ABOUT DREW**



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Half of all current adult social networkers say that they access their profiles at least every other day.

57% of US adults have joined a social network, making it the number one platform for creating and sharing content (Universal McCann, 2008)

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You can be an early adopter or you can play catch up.

Your choice.

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Responsible Marketing  
with Patrick Byers

Why banks need Responsible Marketing more than ever  
The three challenges facing every marketer today  
The seven keys to Responsible Marketing  
How responsible marketers fare against the competition

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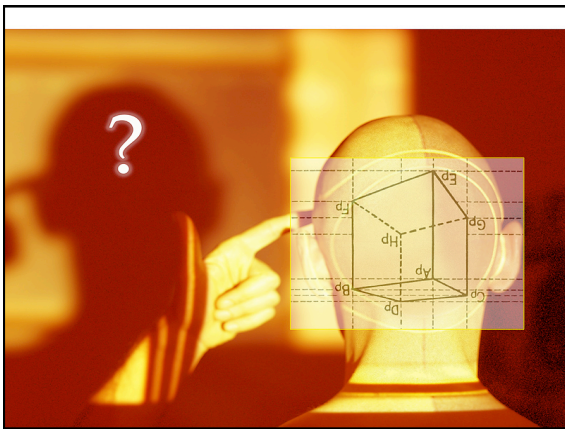
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**McLELLAN MARKETING GROUP**  
Where strategy and passion collide 

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drew@mclellanmarketing.com

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