

Katzscan Newsletter

Supply Chain Operations & Technologies ~ Vendor Compliance
Good Governance ~ Fraud-Fighter ~ Turnaround Help



I thought I'd share two very recent stories about how I re-branded businesses. Like web site development this is not a talent that I publicize -- I know Katzscan's business model is a little overwhelming already and I'm not formally a marketing company -- but it is a skill certainly worth noting.



I met **Karrie Klimas** in December 2009 at a business networking event. Karrie was recently laid off from her job and decided to pursue full-time her PartyLite® business which she had been running part-time since 2004. Karrie is a mega-motivated individual with an endless supply of energy. She is absolutely dedicated to making this work as a full-time profession and securing financial freedom in the near future. In conversation I told Karrie I thought she needed to upgrade her image from always being the "Candle Lady" to something bigger & broader, and as I learned more about her business I suggested that she was really a Gift Problem Solver. I checked and sure enough the web site name **GiftProblemSolver.com** was available. At my suggestion Karrie purchased the domain; I helped her develop her web site and trained her on how to maintain the site herself. Karrie wants to be able to independently control as much of her business as possible and I applaud her for this. With matching business cards Karrie has now elevated her image and she tells me that it's been very well received when networking. She's adding new product lines beyond PartyLite® to truly become THE go-to person when people need help solving the problem of what gift to give.

To view Karrie's web site please go to www.GiftProblemSolver.com

I was introduced to **Dr. Joe Smith** approximately three years ago through a former co-worker at the company before I started Katzscan. During this time Joe has kept in touch with me as he has progressed in the development of a revolutionary advanced wound care bandage that incorporates his patented Impact Dome® technology which itself has a multitude of applications. Joe is now at the point where he's in need of my services across several areas. In one of the recent conference calls with Joe and his management team I discussed the current company web site which was simply unprofessional looking and lacked informative content. Focusing on the bandage line I informed the group that we needed to brand each of the product lines separately with their own web site domains, after which we'll link them all under one redesigned corporate web site. In listening to the conversations about the bandage line I hit upon one key aspect which is the major difference between Joe's design and traditional rectangular & circular bandages: Joe's design allows the bandage to stick better. I quickly checked and the domain name **WeStickBetter.com** was available. At my suggestion Joe purchased this domain name and I developed the web site from there. Now as Joe attends conferences and meetings with retail store & medical product distribution buyers the key advantage of the bandage design will be stuck (pun intended!) in the minds of the audience.

To learn more about Joe's revolutionary bandage design and the Impact Dome® technology please go to www.WeStickBetter.com

Though my background has been rooted in technology I prefer to think of Katzscan first-and-foremost as a consulting firm that solves business problems via the right use of

technology. Effective communication is not only important for existing customers but critical in the drive to acquire new customers. A business has to highlight its uniqueness especially when offering a commodity product or service. Sometimes just the right creative tweak is what can tip the scale and get a consumer to buy from you rather than your competition. I know that the **Katzscan** name is always well-received as creative & clever and people remember me years after we meet because of it. If you know of a business that needs a proverbial fresh coat of paint on its image to retain current customers and help acquire new ones, let me know.

Thanks.

Norman

Norman Katz, CFE, CFS

Katzscan Inc. - www.katzscan.com

Do you know of a company, *maybe your own*, suffering from disconnected dots?

www.disconnecteddots.com

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