



## **HALO Business Advisors: There Is a Difference**

Yes, it's true. There are other small business marketing advisors, coaches and consultants out there. (GASP!) So, without going into a lot of detail (because we don't like to brag, and our clients really want to tell you directly), we wanted to point out a few key differences that make working with us, well, better.

### **We're better because we're "genuine, down to earth and common sense."**

No pie in the sky, time eating monster ideas here. No gimmicks or used car salesman sales pitches. (No offense to used car salesmen, but Marianna hates cliché sales speak.) It's not all about us – it's all about you. We really want to know, and we want to give you solutions that will really work for you and your situation. We really are passionate about seeing you succeed using smart marketing.

### **We're better because finding your hidden time and money is our only motivation and the primary way we get paid.**

Unlike an advertising agency or a big consulting firm, we make our money one way – from the fees you pay us. Our advice is unbiased – not dependant on products or other services we sell. We have structured our business so that you can be confident that you are getting our very best, independent, unbiased advice every time we open our mouth.

### **We're better because we think strategically and creatively.**

There are creative visual types. There are strategic number crunching types. We do both. We look at the bottom line. We also look at the appearance of your business. We analyze your marketing visually and financially. We save you time and money with both strategic solutions and creative ones. When you see it in action, you'll be impressed. (Heck, we're still impressed.) We've been told it's "like a magic hat trick."

### **We're better because we can't provide a solution until we listen.**

We have no templates, cookie-cutters or set standards. We don't pretend to listen and then go pull up a stock marketing plan or community experience on which to build your report. Sure we have a set of questions we ask – but we come with no assumptions. We don't have the answers ahead of time – only the tools with which to find them. We want to help you be all you can be – not what someone else already is.

### **We're better because we don't just equip – we encourage.**

Did we mention we're passionate about your success? Even if we tried, we couldn't hide it. It'll rub off on you. We'll leave you with the marketing tools to succeed. We'll provide you with the marketing resources and teach you how to use them. But, best of all, since our passion is contagious, you'll catch it. It'll spread. Just watch.

### **We're better because we only work with people like you.**

We work exclusively with independently, locally owned and operated small businesses. There will never be a bigger client competing for your time. You are our passion and purpose.

For more information on HALO Business Advisors, please visit our web site at [www.halobusiness.com](http://www.halobusiness.com). © 2010. HALO Business Advisors. A wholly owned subsidiary of HALO Design Group, Inc. HALO Business Advisors provides marketing coaching to locally owned and operated small business owners.