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## Better Communication - May 2010

### Did I Hit A Nerve?

We're constantly bombarded by negative images and thoughts. The way to combat this, especially in our businesses, is to blast out our own positive ones. I don't mean taking a Pollyanna view of the world and ignoring challenges. I don't mean spin or hype, either. I mean genuinely compelling and interesting stories about your business. Stories that highlight the great products, services and most importantly, results, you provide your customers.



What would you want to read? A story about how someone solves a problem, or one that stresses complaints and blames others? I know what my preference is.

I'm not alone, either. I really hit a nerve with my last email blast "Enough With The Negative." I had so many positive emails and in-person comments about my rant that I simply had to share some of them.

- "Yes to the sentiment! Accentuate the positive! Eliminate the negative! And don't mess with Mr. In-between!" - Donna Loraine Contractor, [Tapestry Artist](#)
- "I totally agree with you! Good message!" - Brian Morris, Executive Director, [Downtown Action Team](#)
- "Good message! Thanks!" Steve Hoberg, Owner, [Glass Rite](#)
- "Hear, hear. I love life and what you do for me." Scott Chazdon, Owner, [Maintenance & More Automotive Specialists](#)
- "Amen, sister!" Mary Ellen Merrigan, [Merrigan Group](#)
- "Good work on the Soap Box!" Pat Forbes, [Artist](#)
- "Bravo sister! I agree! Don't let it in!" Sherri Garrity, Chief [Corporate Fugitive](#)

**Let's tell your great stories together - on your website, in a press release to the media or a newsletter to your customers.**

## Questions?

Questions about how to better get your message out? I'm happy to answer.

Just [email me!](#)

Visit [www.kellykoepke.com](http://www.kellykoepke.com)

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### Success!

**Teri Winfield, Owner**  
[High Desert Art & Frame](#)



Workin with Ke on our newsle and social media marketi

has been a true pleasure. Kelly delivers-on time-always. She's intelligent knows her way around town and the cyberworld. Our contract is winding up this month, but her services have been so incredible we've happily decided to continue the relationship. I highly recommend Kelly's services.

(Teri's shy, but the photo really is of her as a little girl.)

### Free Tip!

Are you missing the chance to retain clients? Today's technology makes it even easier to create and send an interesting newsletter full of useful information. Newsletters keep your current customers informed of special events, sales and added products or services. And they stick around and get passed around, too.