



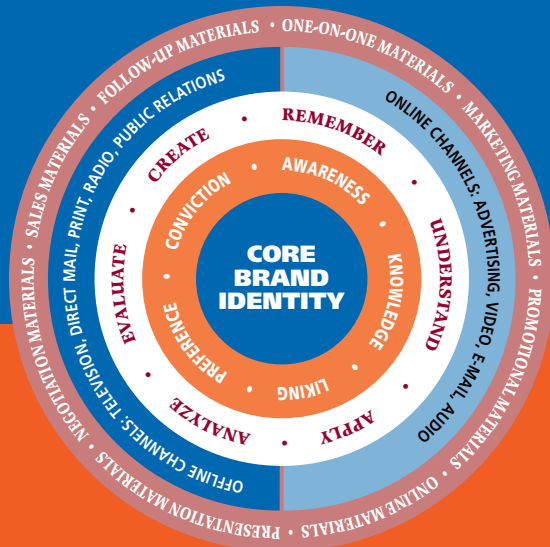
*An Invitation
To Our
Business Writing
Service*

Kore Access, Incorporated

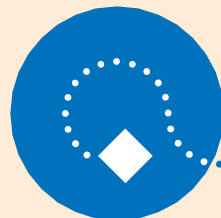
Your *Kore Access* colleagues cordially invite you to share in a complimentary consultation

directly followed by conversations that begin a partnership of lifetime value.

Please, join us.



EVALUATING
WRITING
EDITING
CONSULTING
MARKETING
CREATING
PUBLISHING
DELIVERING
MANAGING
KORE ACCESS



Kore Access

EVALUATING • WRITING • EDITING
CONSULTING • MARKETING



CREATING

We invite you to consider our capacity to meet your project needs and wants.

If you aim to distinguish your brand to niche audiences and to communicate the uniqueness of your offering, we can offer you subject matter expertise in services marketing. Not only can we help you choose the appropriate writing and design techniques for each type of publication you use, we can also help you apply effective sales and marketing strategies and tactics. Your publications will then meet your business objectives to attract, inform and engage your clients.

What [Kore Access colleagues](#) bring to your project:

- ◆ Extensive marketing and sales skills
- ◆ Experience with commercially successful marketing campaigns
- ◆ A team with valuable core competencies



In This Issue

Dear Reader,

This issue focuses on identifying and developing your most profitable core customer segment. Not only do these customers generate significant revenue but they are most likely to refer other customers and be less sensitive to prices.

As in other issues of the *Marketing Mindset*, the analysis is structured to be comprehensive yet simple to implement in marketing planning and evaluation. This format allows for note taking and assists with tracking action items.

We welcome all feedback and comments. We look forward to any critique that will help make this E-zine a better tool for you.

Wishing you Marketing Success,

Maria Pinochet, Publisher and Author
contact us



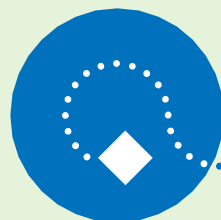
Today's Trends –

How to Use Customer Retention Rates in Marketing Decisions

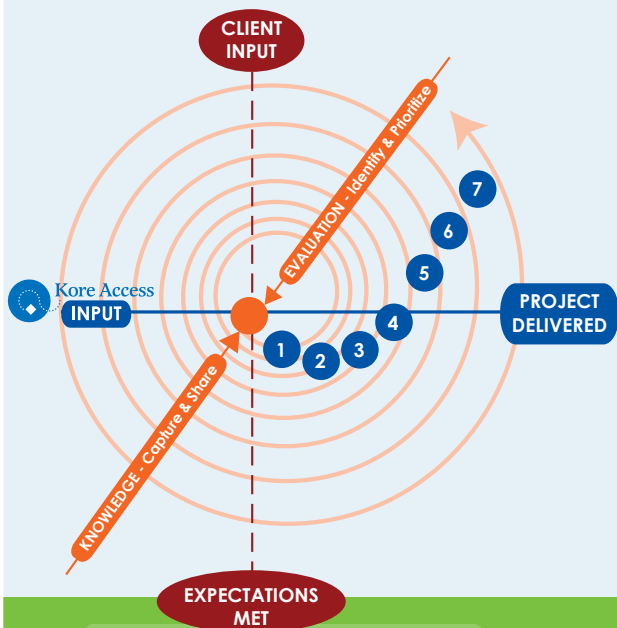
Best-in-class organizations are using customer retention as a planning and execution tool when they consider the development of new products and services and the implementation of new sales and marketing programs. Historically, in any industry, the top five companies have a 93%-95% customer retention rate with 20% of the customer base generating 80% of the revenue. Trend analyses reveal that high customer retention rates positively correlate with high profits. The findings consistently show that keeping customers year after year leads to greater numbers of purchases per customer, higher rates of referrals (especially of customers less likely to defect) and lower customer acquisition costs.



Understanding what your customer retention rates mean can help you improve organizational performance.



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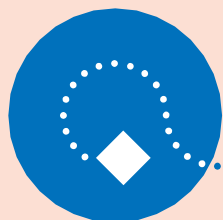
ASSESSING

Our goal and yours is to create a commercially successful project.

You are looking for the “right” partner.
We are searching for the “perfect” client.
Together, we can exceed expectations.

We invite you to discuss your business needs with us. Once we agree on goals and terms, we will approach your project with all the dedication and the passion needed to fulfill our contract with you, based on the Kore Access principle that we have a commitment to measure our success by your satisfaction. To ensure your satisfaction, we adhere to a [seven-step process](#) for project completion.

1. ASSESSING Needs
2. EVALUATING Obj
3. WRITING to Meet



Kore Access

EVALUATING



**Kore
Access
Turnkey
Marketing
Solution
Packages**

**We can
provide
customized
turnkey
solutions.**

We specialize in creative concepts and content for commercially successful marketing campaigns. Our goal is to help you achieve your marketing and sales goals and meet your budget with the [turnkey and customized solutions](#) we offer.

Do you need a single marketing communications piece?

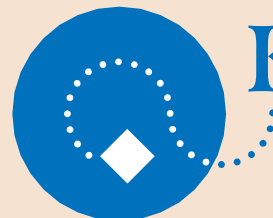
- ◆ An article or a brochure?
- ◆ A white paper or a case study?
- ◆ A book or a manual?

We will write and design a project that will enhance your brand.

Do you need a complete package?

- ◆ A Web site and accompanying promotional flyers?
- ◆ An effective blog presence complete with press releases?
- ◆ A direct-mail campaign with inserts?

We will work with you to communicate your unique value.



Kore Access



We cordially invite you to find a lifetime of value in our services and products.

As our client, you will experience our process as a value-added partnership that enhances your market adaptability and profitability. We hold ourselves accountable to you as we pursue the [Kore Access Mission and Vision](#).

Kore Access Mission

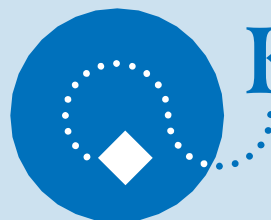
The core organizational principle that guides Kore Access is to live true to our culture of appreciation and to provide quality products and services. As a result, we enable our clients to achieve their marketing goals and to live their entrepreneurial dream.

Kore Access Vision

Kore Access consistently helps its clients to produce informative, creative and engaging marketing solutions and to publish materials that communicate their core brand and impart their core knowledge.

Kore Access Code of Conduct & Culture of Appreciation

Our [code of conduct](#) and our [culture of appreciation](#) guide all our interactions with you. Our code directs us to behave with respect toward both clients and colleagues, and our culture promotes an outlook of awareness about the value of each and every person and about each of their contributions. We trust that the result will be that our cooperative responsive attitudes, both to the market and to the work environment, will ensure that we at Kore Access recognize and act creatively upon your marketing opportunities.



We kindly request you Save-the-Date.

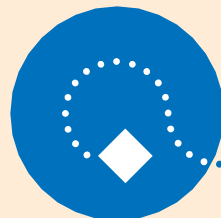
- ◆ Event: Complimentary one-on-one phone core consultation
- ◆ Date: At your convenience
- ◆ Time: Early or late afternoon
- ◆ Duration: 15 -30 minutes, depending on scope of project needs

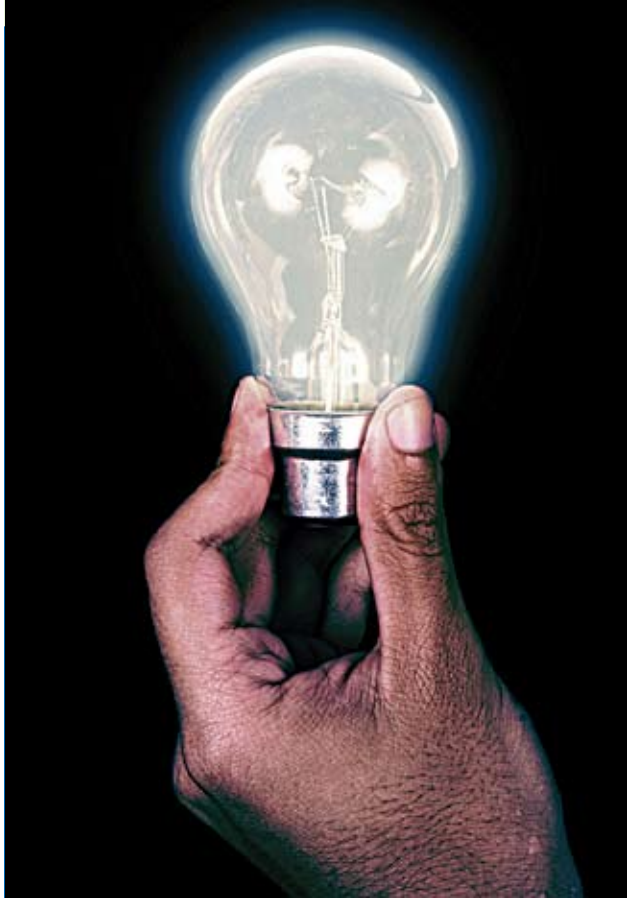
Begin planning for your first project with us.

In our initial, complimentary consultation, we will begin the cocreative process by brainstorming with you about your marketing needs, your business model or any other project-related issue.

We request a week's advance in setting up your complimentary phone consultation.

Please send an e-mail request to maria@koreaccess.com with your preferred dates and times. We welcome any preliminary information that will help us prepare for our conversation with you.



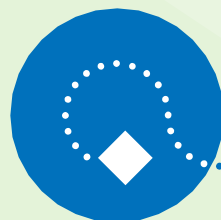


Your First Project “Place Card”

Your first project will allow you to join our circle of highly motivated clients who have helped create their success with our services.

During your project, as we write, design and produce, we will generate ideas and suggestions for you to implement. Some of these ideas may be beyond the scope of your project, but we will share them in the hope that they can generate additional revenue for your organization.

SHARING



Kore Access

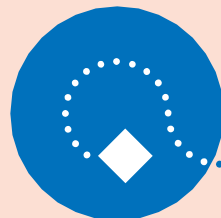


What and how will we cocreate?

A team of senior professionals with expertise in their field and with decades of business and entrepreneurial experience will work to fulfill your project requirements. As a team, we are in the habit of customizing solutions as we work and will ask for your participation in producing the results.

The more ideas you offer or the more information you invest, the more opportunity you will have to cocreate with us. You choose.

COCREATING



Kore Access

Writing To Build Thought Leadership

Thought leadership is the ability to provide original insight and to organize information into actionable knowledge.

Customers and peers actively seek the opinion of leading thinkers in their field to assist them with the current problems that face their industries and the issues that challenge their organizations. Become one of these go-to thinkers by making effective use of online and offline media to communicate your subject matter expertise.

Written publications reinforce your thought leadership when they can be characterized in the following ways:

1. Their scope and breadth promotes meaningful insights.
2. Their format addresses readers' learning preferences.
3. Their content meets readers' expectations of credibility and expertise.

We request the pleasure of your participation in a commercially successful project.

If you need a team that is:

- ◆ Inspired to cocreate culturally relevant messages
- ◆ Enthusiastic about a collaboration that creates compelling concepts
- ◆ Motivated to deliver projects on time and on budget

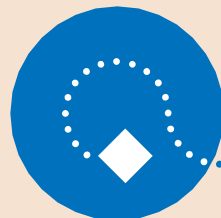
And you also need:

- ◆ A turnkey approach to your marketing needs
- ◆ Writers, editors and designers with experience and passion
- ◆ Marketing that gains attention and leads to business growth

Look no further. Kore Access is your “right” partner.

Let us talk. [RSVP](#) today.

MANAGING



Kore Access



EVALUATING

Managing E-mail as a



Revenue-generating Tool

The creation and utilization of a time efficient e-mail strategy that meets all the informational needs of you and your recipient, is critical.



Do you have a plan of attack for the electronic correspondence that fills your inbox?

As your business e-mail volume increases, you will find that having an efficient management system for e-mail correspondence becomes necessary. After all, as an entrepreneur, your e-mail messages represent new business, continuing business or an increased level of business. These messages are an important link in both revenue generation and top-line growth. For this reason, the creation and utilization of a time efficient e-mail strategy that meets all the informational needs of you and your recipient, is critical.

We look forward to discussing your business writing needs.

Kore Access has a cooperative and flexible process that invites client input and collaboration. Our energetic and punctual work habits deliver a quality project on time and on budget.

Learn more about our project approach and how we customize your project by reading "Our Seven Kore Steps to Project Completion," available on the "Project Process" Web site page.

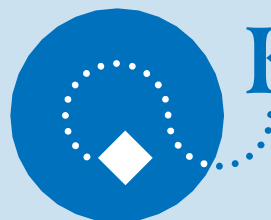
To set up your initial, complimentary consultation and to get a customized quote, call or e-mail

Maria Pinochet

maria@koreaccess.com

(850) 341-9075

www.koreaccess.com



Kore Access

About Kore Access, Incorporated



Dear Guest Blogger,

We appreciate your taking the time to consider contributing your expertise to our blog and sharing your unique point of view with our readers.

Cut to the Core, the Kore Access Blog, is dedicated to analyzing current marketing practices and discussing changes in markets. Emphasis is placed on initiating and moderating discussions which provide solutions by which to access, assess and act on marketing opportunities in order to achieve market leadership.

With each post, Cut to the Core discussions aim to "cut to the core" of the current topic and address the essential ABC's relevant to marketing knowledge and expertise.



We appreciate your interest in contributing and encourage you to share your personal insights.

To join the conversation, read and post to our "Cut to the Core" blog - click here

To start a conversation, please e-mail me or call me with your ideas.

We look forward to learning about your best marketing practices and thank you in advance for helping to make marketing as "Easy as Apple Pie" for our readers.

Maria Panchet
Publisher
maria@koreaccess.com
(850) 344-9075

**The ABC's of Marketing
Your Core Knowledge**

- Assets:**
Access your organizational capital and human resources.
- Brand:**
Assess the cultural relevance of your brand to your audience.
- Competencies:**
Act on your organization's core advantages.

Learn More About Kore, visit www.koreaccess.com

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Kore Access offers professional business writing services. We enjoy established relationships with graphic artists, printers and multimedia professionals. We welcome the opportunity to quote any and all of the services you need to make your marketing project a success.

Get Project Ideas

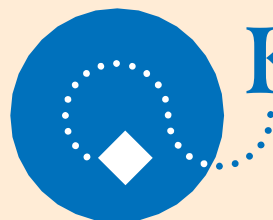
Visit the Kore Access "Ideas Page." This Web site page offers a variety of publications that cover the marketing topics and trends that can have a daily impact on your marketing strategy and tactics. Give and get powerful ideas to market your knowledge and your expertise.

Get Marketing Insights

Visit the Kore Access Blog, *Cut to the Core*. Our blog is dedicated to the analysis and discussion of current marketing practices. Give and get insights as you read and post.

Get More with Kore – contact us today!

DELIVERING



Kore Access



PUBLISHING



Shared consideration and respect drive our project process.

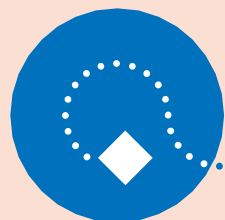
Kore Access Project Policies and Terms

For a full disclosure of project policies and terms, visit our [“Policies and Terms”](#) Web site page.

Regarding confidentiality: We do not include a specific confidentiality clause in our contracts, but we do include and honor a privacy clause as part of our company policy. You can view that privacy clause on the [“Privacy and Spam Policy”](#) Web site page.

Kore Access Projects

Kore Access colleagues specialize in creative concepts and content for commercially successful marketing campaigns. We offer many types of marketing communications, both as packages and as individual projects, and can bill per project, hourly or as negotiated. Combined copywriting and multimedia packages are available to meet your budget. We offer multiple [turnkey and customized solutions](#) to meet your marketing goals.



Kore Access



*“If you want to build a ship,
don’t drum up the men
to gather wood,
divide the work
and give orders.
Instead, teach
them to yearn
for the vast and
endless sea.”*

-Antoine de Saint-Exupery

