

A person wearing a red shirt and a wide-brimmed hat stands on a rocky outcrop, looking through binoculars. The background features a vast, rugged mountain range with snow-capped peaks under a dramatic, orange-hued sunset sky. The scene is captured from a low angle, emphasizing the scale of the mountains.

Differentiating the opportunities
from the obstacles requires
a keen eye

About positioning your company, product,
or service profitably to your market in a
highly competitive economy dominated
by mammoth corporations.

It requires
empathetic planning
and bold execution
to enlarge
your customer base
cost effectively.



Competing with mammoth corporate
marketing budgets makes it ever
more important to define your strategy
carefully.

You've gambled capital wisely.

Continuous strategic
planning will concentrate
your resources on the
best opportunities for
increased profit and
competitive
edge.



Creating innovative customer benefits
will help you more deeply penetrate
markets saturated with competitive
products and services.

REMEMBER,

Your customer is always looking back at you.
(And judging you.)



Therefore: it is important to

Relentlessly: Ask your customers how you're doing and what they want; listen to what they say.

Innovatively: Adjust your product/service mix to accommodate them.

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Customers' attitudes toward your business change as time passes.
Sensitive awareness of them is not a luxury.



Even if yours is a small business,
basing your intuitive hunches on facts
is just smart marketing.
Marketing is about
what is going on in your
customer's mind - not yours.

Your customer is the customer. You are not.

My clients and I
earn our living by
maintaining sharp
marketing vigilance.



By being proactively
responsive to market
facts today.

And doing that
boldly and
creatively.



We closely coordinate
conventional media and
Web-based messaging.
We measure results.

No fees
are involved
to talk about
your business.

I too have to understand your situation,
your needs and wants, before I know
whether I can propose something that
will add value to your efforts.



My compensation is
very affordable and
highly competitive.

Howell Hurst
Principal



Investigate how a fresh perspective might help
you enlarge new business. Visit:

www.hhnewbusiness.com

If you'd like to talk, I'm as close as my phone.
I'm always eager to tackle a new challenge.

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100 GATE 6 RD, C-11, P.O. Box 2824
SAUSALITO, CA 94966

415-331-3438
CELL: 831-238-2903

WWW.HHNEWBUSINESS.COM
HOWELL@HHNEWBUSINESS.COM

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