



60 Seconds of Information Impacting You and Our Fast-Forward Economy

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Estimated Reading Time: 60 Seconds

60 Second Articles

1. Are We In A Recession And Should It Really Matter?
2. A Great Example Of Social Media: BigThink.com For Big Ideas
3. The Business Model Of Netflix: Is It For Your Company?
4. The 60 Second Close: The Faster And The Better

1. Are We In A Recession And Should It Really Matter?

* Too many companies will get caught up in the "we're in a recession" panic mode and commence with cutbacks that will affect product quality and customer service. The companies that play this game will ultimately lose customers -- who will never come back to them when the economy becomes vibrant again.

* Our recommendation is to stand up and fight this recessional mindset. Maintain your clear vision, sharpen your skills to create true customer loyalty and remain "unstoppable." Create experiences that your customers will always remember. Do it faster and better. Why? Because it's your customers that will decide the fate of your company, not the economy.

2. A Great Example Of Social Media: BigThink.com For Big Ideas

* BigThink.com (www.BigThink.com) is one of the best examples of the power of social media. BigThink.com brings together people, like you, who have big ideas and want to share them with other "big thinkers." It's a community of people with ideas in various categories, and it attracted about 60,000 people in January alone.

* Got a big idea you want to share or want to comment on an existing big idea? BigThink.com gives you an opportunity to introduce your big idea to the world and become part of a network of other big thinkers.

3. The Business Model Of Netflix: Is It For Your Company?

* The evolution of Netflix (www.netflix.com) is a great example of why retail companies that are slow to restructure their operations to keep pace with the online world will easily and rapidly lose their category dominance and market share.

* Netflix is simply an online movie rental service that enables users to order movies online and delivers those videos to users the next day via regular mail. It's a simple business model that focuses on selection, convenience and speed -- factors important to enough people that it put a severe dent in the business of existing movie rental chains throughout the country.

* The next step for Netflix in its evolution occurred just recently. The company now offers instant access to movies, delivering them immediately to your computer.

* As online purchases are becoming more "mainstream," is there a way to restructure or even rethink your company to offer your product online to those customers who want it faster and want to avoid visiting a store and all of the encumbrances that go along with it?

4. The 60 Second Close: The Faster And The Better

* Have you ever heard anyone say that they "want it slow"? People seem to want everything faster ... and better. While there is a market for those who want it faster, there's also a market for those who want it better. Netflix thrives on those two elements.

* What about your company? What can you offer that's faster and better? Is it a current product or service or can something be developed that's "premium?"

* If it's time for a change that enables you to keep pace with your customers and give them what they are looking for, then give us a call. We can help you get there faster ... and better than ever.

Best Wishes,



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