

BUSINESS

BUSINESS BEAT

"MARKETING YOUR BUSINESS"

By Diana Aird,
President of Aird & Assoc.
Specializing in PR and
Special Events Planning
YOUR GOAL: TO STRIVE
FOR EXCELLENCE and
QUALITY SERVICE!

My next series of articles will focus on "Marketing" to facilitate your efforts in this area — whether it is your business of your professional services. First, let me define what is meant by "Marketing." Marketing is everything you do to promote your business or services, from the moment you conceive it to the point at which customers buy your product or service and begin to patronize your business on a regular basis. The key words to remember are 'everything' and 'regular basis.'

The meaning is clear: Marketing includes the name of your business, the determination of whether you will be selling a product or service, the business plan, the method of manufacture or servicing, the colors, size, and shape of your product, the packaging, the location of your business, the advertising, the public relations, the sales method, the sales representation, the telephone inquiries, the problem solving, the growth plan, the follow-up. If this leads you to conclude that marketing is a complex process, you're right.

Marketing for small businesses and professionals is just

like marketing for big business. Only different! If you are exceptionally funded and have stockpiles of money allocated to marketing whatever you're selling, you can take the standard approach and handle your marketing efforts with big bucks and textbook methods. If you're not, then you need to take a radically different approach by using big ideas and cost-effective tactics. Every type of business enterprise requires marketing. There are no exceptions! It isn't possible to succeed without marketing in today's economic marketplace. But, marketing for small businesses and professionals is vastly different than if you were an esteemed member of the Fortune 500. Some of the principles may be the same, but the details are different.

To stand out in a sea of competition requires a quality product or service, presenting the desired professional image, a good business/marketing plan, targeting your best market and effective communication and promotion. All this must be followed-up by providing a good environment for your customers and employees to do business, and quality customer service.

Experience has taught me that as an under-capitalized, struggling small business owner, sometimes it's all one can do just to be able to keep the door open, but keeping the door open



DIANA AIRD

is not enough to guarantee the success of one's business. Although we are limited by financial constraints, a high priority must be placed on maintaining a clean and attractive business environment, delivering quality goods and services, and providing excellent customer service.

A key area to be considered is the appearance of your place of business. Just because a small business owner cannot afford luxurious, prestigious locales like the swanky Howard Hughes Center on Paradise Road, gaming/entertainment facilities like The Mirage and Caesars Palace, fine eateries like Andre's French Restaurant, or retail operations like those found in the Fashion Show ... Meadows and Boulevard Malls, is no excuse for some of the shoddy operations I've seen around town. It seems as if some people confuse being short of

(See Business, Page 25)

Whiplash injury could save a life!

By Dr. Larry Schleusner, D. C.

America's new dedication to health is good, but for those who run there is the



chance for a painful case of "jogger's back."

An estimated 60% of us have one leg that is shorter than the other. While some have one leg that is genuinely shorter, the great majority suffer discomfort because one leg has been "pulled" shorter than the other, sometimes by a fixed imbalance within the structure of the body.

Nature has a way of compensating for imbalances by using the spine's framework to shift position, redistributing body weight more evenly. Unfortunately, such shifts may create additional problems that just don't go away.

The Doctor of Chiropractic knows that for such problems to be truly solved, the underlying cause must first be corrected. Chiropractic adjustments can restore the spine to proper alignment, thus allowing the body's own healing powers to correct health problems from within. If you have a persistent back pain, listen to your body and seek the help of a Chiropractor.

Published solely for public information and education by Dr. Larry Schleusner, D.C., 2091 E. Sahara, Las Vegas. 732-4044

LEGAL LINES

QUESTIONS & ANSWERS

By Timothy C. Williams

Legal Lines is a bi-monthly column by Attorney Timothy C. Williams, who will inform our readers of current legal topics of interest and who will answer legal questions from our readers. If you have a legal question you would like answered, please write the publisher of this paper or call Mr. Williams at (702) 892-0000.

Q: My son was injured in an accident. Since it wasn't very serious, we feel that my son can settle his own case, and therefore there would be no reason to share 1/3 (one third) of his settlement with an attorney. My son had some chiropractic treatment for a few months, and that is the extent of his injuries. The representative of that company said that the case could settle very quickly but that the obstacle is that they need to conduct a recorded interview of my son regarding his version of the accident. I see no harm in this since my son didn't do anything wrong and the other side received the traffic ticket for causing the accident. What do you think?

A: Sometimes the insurance company will claim that a case can quickly settle if they obtain a recorded statement of the individual who is making the claim. After the statement is obtained, the insurance company representative may inform: your son that the case cannot settle because your son said something during the recorded interview which is incriminating to your son's case (at least in the judgment of the insurance company). For that reason, I strongly urge your son to consult with an attorney before he submits to a recorded interview.

Q: I want to send a script I wrote to some producers so that it can be made into a television program or even a movie. Should I copyright the script before I send it in? Would this protect me from having the script ripped off?

A: Apparently this is something which has come up before frequently in recent years. There was litigation concerning the Eddie Murphy movie "Coming to America," and there was recently a lawsuit filed regarding Whoopi Goldberg's movie, "Sister Act." In these cases, individuals claimed that they created the idea for these movies, but received none of the credit or the profits. You may wish to consult a lawyer in the specialized area of patent/trademark law to determine if there is a way to protect you from your script at your expense. Generally, it is not a good idea to send unsolicited manuscripts.

Q: I am in fear of my husband who I am separated from. I need protection to keep him from coming to my house. I can't afford a lawyer. I may qualify for a free lawyer from a public agency, but it may take for them to set me up with a lawyer. In the meantime, what legal protection can I get?



TIMOTHY C. WILLIAMS

A: Even if you do not yet have a lawyer, you can go to the 4th floor of the Clark County Court House (200 S. Third Street, Las Vegas) and apply for a protective order against domestic violence. There is no charge. You have to fill out a form which you should be specific about the type of abuse which occurred, when it occurred, and what places you want your husband kept away from (e.g., your residence, work place, children's school, day care, etc.). Good Luck!

Q: I lived with a man for 7 years. Since we had a common-law marriage, do we need a divorce?

A: No, there is no common-law marriage in Nevada. However, if you have property dispute, you should consult an attorney.

(See Legal Lines, Page 10)

Real Estate Perspective

By Loretta A. Hall



FORECLOSURES & DEVELOPMENT MORTGAGES DECLINE

Delinquent mortgages and foreclosures declined to the lowest level in 20 years, and is expected to further drop this year. Experts agree that the improved economy and the surge or refinancing attributed to much of the decrease.

Every region across the Nation registered improvements, although problems persisted in California, where the recession continues to batter much of the state containing 13 percent of the nation's housing loans. Many residents of California are moving to Las Vegas and other parts of the country.

The good news is that every region also posted drops in the percentage of loans in foreclosure. Nationally, the share of homeowners who were late on their mortgage payments dropped to 4.03 percent, according to a recent survey by the Mortgage Bankers Association of America.

The escalation of refinancing activity during the past two years has allowed homeowners to lower their debt burdens by exchanging lower interest rate mortgages. This will also help keep delinquency and foreclosure rates in check for the foreseeable future. Additionally, homeowners with adjustable-rate mortgages are enjoying significantly lower mortgage payments as well.

You add to this a rebounding economy marked by an expanding improved job market, I must say there are many reasons for optimism that delinquency and foreclosure rates will remain low for months and perhaps even years to come.

As always, please contact a professional for all your Real Estate needs or write to me c/o REAL ESTATE PERSPECTIVE, Las Vegas Sentinel-Voice Newspaper, 1201 South Eastern Avenue, Las Vegas, Nevada 89104.

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