

How to Catch the Tastiest Fish for *Your* Business!

by David Birnbaum, President of Birnbaum Consulting, LLC



When I meet with a prospective client, one of the first questions I ask is "Who is your ideal customer?" Or in marketing jargon, "Can you describe the profile of your targeted customer?" The response provides incredible

insight on the client's objectives, competitive landscape, and marketing savviness. Surprisingly, many do not have a definitive answer.

Another question I ask is "How are you currently growing your business with marketing?" While some may provide a few details about basic tactics, most respond with something like "Funds are tight, maybe next year." Another favorite is: "Not sure, but my marketing folks have it under control" or "We're too busy, I can't prioritize marketing right now."

Why Marketing Really Matters

I get it, we're all busy and need to manage expenses. Plus marketing can be mysterious, and the results aren't always easy to measure. However, given the strong correlation between effective marketing and business growth, it is important to understand why marketing matters.

To help clients develop successful marketing programs, I created a "fishing" analogy.

It goes something like this: "Would you go fishing without knowing what type of fish you're trying to catch, or what bait works best to catch that fish?" Whether you fish or not, the analogy seems to resonate.

The premise is: the steps required to catch a tasty fish are virtually identical to successfully marketing any product or service. My 6-step process is as follows:

Step 1: Determine the type of fish – or customers – you're trying to catch

Step 2: Figure out where these tasty fish are hanging out, so you can catch more of them!

Step 3: Optimize the bait – or offering – to be even tastier to them

Step 4: Use the appropriate gear – or marketing vehicles – to reel them in!

Step 5: Treat your customers the right way, and you'll catch them over and over again

Step 6: Analyze the evolving landscape to confirm these fish are still tasty to you – and you're still tasty to them!

Some people find fishing to be incredibly relaxing. Others find it frustrating. In a similar way, while marketing is incredibly rewarding to some – it can be extremely frustrating to others. *With Tasty Fish Marketing™*, the mystery is gone, and creating a highly effective marketing program becomes an achievable goal for any business. **Let's meet for a tuna-steak and talk about catching the tastiest fish for your business! W4**



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David Birnbaum, principal of Birnbaum Consulting, LLC, is a strategic marketer with more than 20 years of high-level brand management and innovation experience with Fortune 1,000 companies. Through a marketing lens, David specializes in driving growth via strategy, innovation and product management.

David has an MBA from The University of Texas at Austin, and a BA from Queens College of the City University of New York. A resident of Yardley, PA, he is an active member of the Central Bucks Chamber of Commerce (CBCC). David is also the Treasurer and a voting Board Member of the Lower Makefield Township Swim & Dive Team, a non-profit organization with 300+ youth members.

For a consultation on your business, please call David at 267-392-5770, or email him at David@TastyFishMarketing.com or David@BirnbaumConsulting.com.

10 Years of Free House Cleaning For Local Women with Cancer



Hope, Love, & Harmony is printed across the front of the new pink company

uniforms donned by the house cleaning technicians of Harmony Clean, Inc. for Breast Cancer Awareness Month. "This is our 10th year of providing free house cleaning to local women undergoing cancer treatment, so we redesigned our shirts to express our heartfelt commitment to our local community," says owner, Vicki Brown.

Helping people find more time in their busy lives is what Harmony Clean, Inc. is all about. So when Vicki saw an opportunity to partner with a national non-profit dedicated to helping women in a tangible and important way, she signed up without hesitation. "Our motto is that we'll focus on your home so you can focus on your health during this difficult time," states Vicki. To date, Harmony Clean, Inc. has given

103 women the gift of a clean house monthly for four months.

Having a clean home can bring much needed peace of mind to a person going through treatment who may not have the energy to keep up with cleaning tasks, and to their family who often become caregivers in addition to their many other roles. Since many patients have compromised immune systems and increased sensitivities, it brings additional comfort to them knowing that the company uses earth-friendly, non-toxic cleaning products that don't leave behind any harsh chemical residues or artificial scents in the home.

Vicki shared that her grandmother suffered from breast cancer over 40 years ago and coincidentally, she cleaned houses for a living. "I know she'd be pleased that we are helping women in this way."

If you or a woman you know is undergoing cancer treatment and could use a helping hand, visit www.cleaningforareason.org, or call Harmony Clean, Inc. at 215-230-7700 for more information. **W4**

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Hill Wallack LLP Continues Growth of Its Bucks County Office

Four lawyers have recently joined Hill Wallack LLP's Yardley, Pennsylvania office.

Robert A. Stewart is a partner and member of the Trusts & Estates practice group. Bob brings 30 plus years of experience in trusts and estates practice area as well as business succession planning expertise.

Bob concentrates his practice in the areas of Estate Planning, Estate Administration, Trusts and Trust Administration, and Taxation of Estates and Trusts. He focuses on the preparation of wills, revocable living trusts, irrevocable life insurance trusts, dynasty trusts, asset protection trusts, charitable trusts, powers of attorney and living wills; in the business succession planning arena, Bob is well versed in the creation of family limited partnerships and limited liability companies and the implementation of other wealth transfer and preservation techniques and income tax planning for business owners including the use of tax-qualified retirement plans; preparation of buy-sell, employment, deferred compensation, and stock-bonus agreements. In addition, Bob has significant probate related litigation experience including will contests, undue influence claims and the defense of and objections to fiduciary accountings and audits.

Bob earned his J.D. from Widener University School of Law and a Master of Laws in Taxation from Villanova University School of Law. He is admitted to practice law in Pennsylvania, New Jersey, the United States District Court for Eastern Pennsylvania and the District of New Jersey.

Chimdi Ginsburg Tuffs is an associate and member of the Trial & Insurance Defense practice group. Chimdi focuses her practice in civil litigation, representing insureds, employers, and third-party administrators throughout Pennsylvania.

Chimdi began her legal career as an Assistant District Attorney in Philadelphia and then the Borough of Richmond, NYC (Staten Island) where she tried over 150 bench trials and six jury trials to verdict.

Chimdi earned her J.D. from Temple University-Beasley School of Law and her B.A. in English Literature from Columbia University's Columbia College. She is admitted to practice in the Commonwealth of Pennsylvania, the State of New Jersey and the State of New York.

Benjamin W.R. Hauser is an associate and a member of the Employment & Labor Law, School Law and Municipal practice groups.

Ben focuses his practice on advising school district clients regarding personnel issues and school policy and has been involved in school district fact finding, school district employee arbitrations, and unfair labor practice litigation before the Pennsylvania Labor Relations Board. He also counsels Townships and Municipal Authorities on matters concerning

municipal liens and is experienced in litigation involving municipal claims.

Prior to joining Hill Wallack, Ben served as a Judicial Law Clerk for the Honorable C. Theodore Fritsch, Jr. of the Court of Common Pleas of Bucks County.

Ben earned his J.D. from Syracuse University College of Law and his A.B., cum laude, from Lafayette College in Government and Law and in Economics and Business. He is admitted to practice in the Commonwealth of Pennsylvania, the State of New Jersey and the Eastern District of Pennsylvania.

Jill M. Fein is an associate and a member of the Creditors' Rights/Bankruptcy practice group.

Jill concentrates her practice in all areas of creditors' rights, including foreclosures, landlord-tenant matters, and ejections, as well as other property-related litigation. She also is an integral member of the commercial litigation team, drafting pleadings, conducting research and preparing and responding to discovery.

Jill earned her J.D. from Syracuse University College of Law and she earned her B.A. cum laude in Political Science from Siena College. She is admitted to practice law in Pennsylvania, New Jersey, the U.S. District Court for the Eastern District of Pennsylvania and the U.S. District Court for New Jersey. **W4**



Chimdi Ginsburg Tuffs



Benjamin W.R. Hauser



Jill M. Fein



Robert A. Stewart

Are you
Connecting
with the right customers?

Go to: dbirn.me/W4
Watch an 80-second video and learn how David can help grow your business!

As a strategic marketer, with over 20 years of high-level brand management and innovation experience with Fortune 1000 companies, David Birnbaum drives growth by combining small company values, big company know-how, and a world class supplier network. Clients range from startups to multi-billion dollar companies.

Connect with David, and schedule your consultation today!

 **Birnbaum Consulting, LLC**
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