

JUNE 22

Biz Cat 2 by Joey Dalessio

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YOU MUST MAKE IT HAPPEN

SUMMER 2010 MAKING \$
TAKING A CHANCE ON HOPE?

“If you are sitting there hoping someone will call for your most profitable widget or service, you must feel really lucky too.”

NEW FORMAT

The May Issue of the Biz Cat 2 promised a “click” on the “refresh” button. So this is the first ONE PAGE newsletter in the Summer Series. Rather than commit to a weekly or monthly schedule, it will be published randomly.

We are in a world where the sensational is routine. Our senses are assaulted with “horrific news”, “can you believe it news” and “goofy news” at any moment. Is it really information or entertainment? Who knows? What is known is if you can’t read it in a minute-you will “save it” or “delete it” and the effect is often the same. So perhaps the “sound-bite” is the way to communicate. If feedback is more suitable to a one on one conversation,

or personal e-mail, then you are welcome to contact me and we’ll go from there.

You will see the video version of the BizCat 2 on occasion too. The message will be no longer than 30 Seconds, keeping the message spot on, so before you delete, take a peek.

Thank you for your support and interest, and valuable input.

Have a Spectacular Week!



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NEXT?

BE PROACTIVE

Promote products and services and increase the opportunity for success. Whether selling to one or all your message must be specific. It is travel season-promote SafeSkies Luggage Locks, FREE DISPLAY available

WEB SITE

Adding Video isn’t just trendy. Statistics overwhelmingly support the addition of video as the preferred method of delivering your message . If your web solution either can’t deliver easy video upload or it is too costly, CALL ME about an amazing and affordable Web Solution FREE Internet DEMO, no obligation. Don’t wait.

TRUE KEY MANAGEMENT**Beyond Patented Key Control**

Go to www.cobrakeysystems.com and you will find products to complement the key system you sold or are about to sell. Complete your value proposition, increase security as well as make it likely the end-user will get the return on the investment they demand. Call for Authorized Dealer Information.

Rumblings-Competition is still very sharp. “Price Point Hardware” sales are fast becoming the norm. Beware: Selling for less effects income dramatically. You must sell a lot more to “get even” or buy for a lot less and sell high.