

# OTTAWA VALLEY BUSINESS

YOUR SOURCE FOR BUSINESS NEWS IN PEMBROKE AND SURROUNDING AREAS.

## It's Time For Some Forward Thinking Marketing business opens in Downtown Pembroke

She waited four years, but Jennifer Layman is convinced that her patience will pay off. After months of research on the viability of a marketing company in her hometown, Jennifer took the plunge into entrepreneurship in May of this year, with the launch of Forward Thinking: a marketing, advertising and public relations service. And so far, it looks like her timing is just about perfect.

"People look at my business card and say, 'Forward Thinking, it's about time we had some of that,'" says the Pembroke native. "That's the kind of feedback I was hoping for."

Jennifer's goal is to bring a service that has traditionally been reserved for larger areas, into the Ottawa Valley - offering a way for local businesses and organizations to get more from their promotional efforts.

"For me, it is an extremely rewarding line of work," she says. "Every business and organization needs someone who can promote what they have to the right people at the right time in the right way so that they can be successful. It's a challenge and I love it."

There are many definitions of marketing, but for Layman, it all comes down to the bottom line.

"Marketing is everything you do to generate revenue," says the Forward

Thinking owner. "It is the reason why businesses fail, break even or achieve beyond what they ever thought possible."

Forward Thinking offers a complimentary one-hour session to learn

**ForwardThinking**  
MARKETING, ADVERTISING & PUBLIC RELATIONS

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about what a business or organization hopes to accomplish. This could be introducing a new product line, re-vamping their corporate image, or just getting more business. After gathering some information, Jennifer discusses the opportunities the business has to achieve those goals, within their budgets.

"The key to marketing is the key to business: getting your product into the hands of the people who want and need it," Jennifer explains. "But the process of doing that requires a game plan. That's

where I come in. I develop game plans."

In addition to interest from local businesses and organizations, Jennifer hopes to get involved with economic development organizations.

"My decision to locate Downtown was not by accident," she says.

In addition to her marketing expertise, Jennifer is also a golf professional with the Canadian PGA. She spent last summer as a touring professional, traveling and competing on the Canadian Women's Professional Tour, as well as US Open qualifying and LPGA Q-School in the fall. She hopes to continue to compete in select events, in addition to teaching out of the Island Brae Golf Club for the summer.

"I love being a golf professional," she says, "and I've got too many hours in on the practice tee to give it up just yet!"

Entrepreneurship is nothing new to Jennifer. Her father, Ellard, started Layman Fire Extinguishers Sales & Service in 1973. In 2002, her brother, Joel, took over the business and added a safety products division. The business now operates as Layman Fire & Safety.

"Is it in my blood? It could be," she says. "I just really can't imagine myself doing anything else. The hardest part right now is containing my enthusiasm so that I don't overwhelm people too much!"

Because we are a marketing company, we just had to do things a little differently.  
So, instead of having a Grand Opening, we're having a

# BRAND OPENING

Friday, June 16th 1:00pm-6:00pm

We are located at 162 Pembroke Street West, between the CIBC and TD banks.

You can get to us by going down the street, through the alley, around the back and up the stairs.  
In other words, our entrance is at the back of the building, accessible from the bank parking lots.

# Great Ideas @ Local Businesses

ZaZu

I went for a walk one evening with my Aunt and we passed ZaZu - the new women's wear boutique in downtown Pembroke. Their store was closed, but their interior lights were on enough so that we could see inside their store. My Aunt stopped, walked up to the door and looked around for about 30 seconds, commenting on their selection and pointing at a few key items. Zazu was capitalizing on foot traffic during hours when they weren't even open! What a de-light-ful idea! \*

## Pembroke Animal Hospital

This business uses their sign better than anyone does! They always have a clever little saying - "Hot dogs belong in buns, not cars" - that makes me look every time I drive by. Not only is it cute, but when I think of a veterinary service, they are the ones who come to mind. And, that's what marketing is all about. \*

## Town & Country

I'm sure they heard the accolades by the droves on their awesome hockey jersey window display in support of Pembroke's 'Hockeyville' bid. What a fantastic show of community support from this business. The display was truly inviting, and it made me stop more than once. Great image promotion. \*

## Renfrew County Science & Technology Fair

Here's an organization that applied for and received a Trillium Foundation grant, which they are using to invest in marketing and publicity to promote their organization! They want the Fair to grow and to encourage more high school students to exercise their brainpower and see where it will take them. Money well spent, I'd say. \*

## Bright Eyes & Bushy Tails

I went into this pet store to find a "train-your-dog-to-walk" device, and ended up with a tonne of information. This store has carved out a niche in the pet store market. They carry organic dog foods (with a great incentive program), as well as other pet supplies. But the best part is that they are really knowledgeable about their products, and can offer good suggestions for pet owners. That's independent business for you: they know their products better than anyone. \*

# You're Not Selling What You Think You're Selling

by: Jennifer Layman  
Owner, Forward Thinking

If you are a shoe store, your customers are not buying shoes. If you are a financial planner, your customers are not buying financial planning advice. If you participated in the recent Relay For Life, the Cancer Society did not sell you a blue wristband. If you think I'm crazy, consider this:

*"Kodak sells film.*

*But they don't advertise film.*

*They advertise memories."*

The point is that people buy "concepts," not products. They buy how something will help them, not what it is made of. Let's look at each of the three situations.

First, the shoes.

What is the one thing you always do before you buy shoes? Try them on. You walk around, feeling how the shoe feels on your foot, looking to see how it looks on your foot and deciding if it suits your needs. You are not buying shoes - you are buying look and feel. If you were buying shoes, you would want to know how the shoe was made, the process in which the dyes were applied to the fabric, how long it took to form the shoe and what the form looked like, etc. Most of us could care less, so long as it looks and feels how we want it to.

Second, the investment advice.

When I first invested in RRSPs, I went to an advisor and told him how much money I had to invest, and that he should just look after it because I didn't understand any of it. He proceeded to discuss the types of funds, how the company buys, the research they go through, etc. I told him I really didn't care because I didn't want to take the

time to learn investment language. All I wanted him to do was take my money and make more of it. I didn't care if he invested in Santa Claus, so long as I

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made money. He was selling investment advice. I bought growth potential. Even if you enjoy the investment game, you buy the same thing: growth potential.

And finally, those blue Cancer Society wristbands.

People do not buy those bands because they are made of a soft, durable rubber that undergoes a scientific method of determining the amount of blue that the band should contain in order to achieve the correct balance of opaqueness.

People buy those bands because they want to support finding a cure for cancer. And, that is how the Cancer Society markets itself - as the organization that makes it possible for research into the cancer cure.

If you want to be effective in your marketing, you need to find the right concept to attract your customers. Then, you have to market that concept in the proper way in order to achieve the results you hope to achieve. This is critical to your business success. \*

## A&W Success Doesn't Come From Selling Food, Says VP

In a special presentation to the Upper Ottawa Valley Chamber of Commerce, A&W Restaurant Vice-President of Franchise Development and Facilities, Graham Cooke, said that the key to their success was believing in their food, but selling through awareness advertising.

"We're not selling food," Cooke told an audience at Algonquin College, "we're selling nostalgia, good feelings and family."

Cooke dished out some other great business advice that brought A&W back from a near demise. You don't want to miss next month's issue of Ottawa Valley Business for more on A&W. Cooke's 25 years in the rootbeer business yields a tremendous amount of insight that local businesses can definitely use. \*

# Why You Shouldn't Rely on Word of Mouth

## Age-old cliché isn't without faults

Many people feel that "word of mouth" is the best advertising in the world. If you're one of those people, here's something to think about: "Word of Mouth" advertising only works if the people in the conversation both agree with what one person is saying about your business. For example:

*A: Bob makes good sandwiches at Bob's Sandwich Place.*

*B: Yes he does.*

But, how good is "Word of Mouth" advertising in this situation:

*A: Bob makes good sandwiches at Bob's Sandwich Place.*

*B: You think so? I had one there and it wasn't very good.*

*A: Oh. Maybe I just got lucky.*

Now, A thinks that it was just luck that he got a good sandwich at Bob's Sandwich Place. And, maybe he won't go back in case his next experience, like B's, isn't very good.

Another way "Word of Mouth" advertising can hurt you is in the following example:

*A: Bob makes good sandwiches at Bob's Sandwich Place.*

*B: I don't like sandwiches.*

Now, B thinks that all Bob sells is sandwiches. B doesn't know that he also sell salads, pasta, deli meats, cheese trays and other things which he might like. Since he doesn't like sandwiches, if you rely on "Word of Mouth" advertising, you've just lost a customer.

You can even lose customers if two people give you good "Word of Mouth" advertising! Consider this:

*A: Bob makes good sandwiches at Bob's Sandwich Place.*

*B: Yeah, they're good, but Dan makes better sandwiches at Dan's Sandwich Haven just down the street.*

Now, even though everyone agrees Bob makes good sandwiches, A is convinced that someone else makes them better.


And then, there's the situation where "Word of Mouth" advertising is the worst case scenario:

*B: So, how were the sandwiches at Bob's Sandwich Place?*

*A: Not so good and they were over-priced. I wouldn't recommend it.*

When you rely on "Word of Mouth" advertising, you have no control over the message. You build a business on the "hope" that people will say good things about you. But even if they do, and even if others agree, they could also believe that someone else is better, and that definitely doesn't help you.

If people speak well of you, take it as a compliment and move on. But don't build your business on "Word of Mouth" because it's too fickle. Customers - even the loyal and happy ones - don't have an investment in your business. If you aren't successful, it doesn't bother them in the least. They'll get their sandwiches from someone else. It is a hard fact, but it is a true fact.

If you want to get a good message out to people, invest in professional expertise. 



# Need Money To Start A Business?

## CYBF offers a great program


Sometimes organizations advertise financial assistance for small business, but when you really investigate, it turns out to be not very accessible. This is not the case with the Canadian Youth Business Foundation (CYBF).

CYBF helped Forward Thinking get established with a start-up loan. The key requirements are that the entrepreneur is 18-34 years old, is eligible to work in Canada, has a viable Business Plan and has been in business for less than 12 months. Entrepreneurs must also agree to work with a mentor throughout the length of the loan.

CYBF is a Canada-wide program that has helped more than 1,664 businesses get started, and which has created more than 9,300 jobs.

Although they don't have an office in the Ottawa Valley, the Ottawa office can deal with businesses in this area. You can contact them by calling the Ottawa Community Loan Fund at: 613-594-3535. You can also email George Brown at: [gbrown@oclf.org](mailto:gbrown@oclf.org). Remember to tell them that you are interested in the CYBF program, as they also deal with several Ottawa-only programs.

You can also visit the CYBF website at: [www.cybf.ca](http://www.cybf.ca) to find out more about the program and the requirements.

The payback rates on loans won't break you in your first year, and the resources available to you are well worth checking into. 

## WE CARRY SAFETY PRODUCTS



If you need it, we've got it. We are your number one source for safety protection equipment and accessories.

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## It's Time To Talk About OTTAWA VALLEY BUSINESS

Ottawa Valley Business is a FREE newsletter, published on the 15th day of each month. OVB is primarily an email publication, focused on the businesses environment in the Ottawa Valley. It is available to anyone who wishes to receive it, so if you wish to be a subscriber, just send an email: [jenn@fwdthink.net](mailto:jenn@fwdthink.net).

Limited advertising opportunities are available in Ottawa Valley Business. Pricing is as follows:

One Column Ad  
2.5" x 2 5/16" \$50/issue

Two Column Ad  
2.5" x 4 11/16" \$100/issue

Three Column/Banner Ad  
2.5" x 7.5" \$150/issue

Deadline for all ad materials is the 5th day of the month (ie: July 5th for the July 15th issue). If you have information that you would like included in next month's issue, as long as it is related to business, we'll take it! Send all information to Jennifer Layman at:

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## Local Business Gets "Creative" True story inspires marketing program

This is a true story.

My brother, Joel, has his own business - Layman Fire & Safety. He is the owner, the operator and the only employee. And, it has always been that way. Even when my Dad, Ellard, owned it.

A few months ago, I heard Joel on the phone, telling someone that he would "pass the information along to his partner, Larry." I was surprised. I didn't know Joel had a partner. Business must be good, I thought.

When he got off the phone, I asked him about "Larry." I was told that he deals with all the advertising and donation requests for the business. I was also told that he didn't actually exist.

As it turns out, Joel was spending too much time on the phone dealing with people who wanted him to advertise in a business directory, or donate to a "good cause." Although he would consider doing *some* of those things, the number of calls he was getting was simply more than he could deal with. Instead of evaluating every request, he decided to get creative...hence the introduction of "Larry."

Layman Fire & Safety is now a client of Forward Thinking, and the "creative" part of his business is in our hands. Joel simply refers callers to us, and we deal with it on his behalf. We sort out what is worthwhile and what isn't, and Joel can be as involved or as un-involved as he wants to be.

In addition to everyone else's ideas, we come up with a few ideas of our own. This leaves Joel with more time to do his business, while being able to capitalize on good marketing ideas by having a professional handle that part of his

business.

In honour of "Larry," we created our "Deal With It!" program, so now you can refer callers to us, just like Layman Fire & Safety has done.

**Note:** Believe it or not, one solicitor did call us at Forward Thinking, saying she had actually spoken to "Larry" from Layman Fire & Safety, and that he was quite in favour of her proposal! No kidding. It really happened. \*

### Fact & Non-Fiction

97

The percentage of businesses in Ontario that are small businesses.

1.5

In millions, the number of working people in Ontario, that have a job in a firm with less than 50 employees.

43

The percentage of people in Ontario who see entrepreneurship as a rewarding career path.

55

The percentage of entrepreneurs who chose to be self-employed for the challenge and independence benefits.

872,725

The number of small businesses in Ontario as of December 2004.

Source: Canadian Federation Of Independent Business (CFIB)

## Inspired By A True Story.



The time you spend dealing with advertising reps or people looking for donations is time you're not spending on your business. Based on a true story, our "Deal With It" program allows you to refer solicitors to FORWARD THINKING - your corporate marketing consultant - and we'll deal with it on your behalf. Call us today and we'll:

## "Deal With It!"

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Marketing, Advertising & Public Relations

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