



## WELCOME

I would like to welcome you to our newsletter, the Bottom Line.

So what is the bottom line? In business it refers to the net income, or profitability of a company. In general terms, it is a truth, or the ultimate result of something.

Favorably affecting the Bottom Line, or making every company we partner with more profitable, is our intended goal, and this newsletter will be how we dispense certain truths.

Our marketing, advertising, public relations, and communications work should ultimately help you realize more profits, and net income, through the infusion of creative, energizing activities designed to drive greater sales, while boosting your employees morale.

Consider this. Every company no matter the industry, size, or product type started with the intentions of filling a need. Everyone has basic needs: a job, home, car, food, clothing, love, etc. Fewer people will have specialized needs. Add to this mix, wants, which are highly desired needs, and the marketplace becomes a fertile battlefield where companies spend millions of dollars annually, to satisfy the needs and wants of consumers while making money in return for their efforts.

We help companies help their customers fulfill their needs and wants.

If you are attempting to sell your brand, name, logo, company or product to an audience, you cannot afford not to let the experts at marComm101.net help you, and that is the Bottom Line!

Warm regards,

Scott A. Williams

