



## Newsletter

# Easy Step Solutions, LLC

*Simple solutions to small & start-up business planning...*

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## Our Premier Issue

Welcome to our premier issue. Easy Step Solutions, LLC is now providing complementary newsletters to all of our clients. We value your business and strive to be your reliable source of business solutions. Our newsletter is designed to provide today's entrepreneurs with useful information that will be distributed at least quarterly.

Our goal here is to develop a long term relationship by providing quality consulting services and maintaining communication with our clients. We hope you enjoy our newsletters.

Sincerely,

*Jeffrey D. Wilke, B.A., M.B.A.*

## Service & Trademarks

As your business grows and builds goodwill over time, its name can become extremely valuable. To protect your investment from others who may try to copy it, the registration of your service and or trademark is necessary.

A *trademark* describes the goods your company sells and a *service mark* describes the services your company offers. Either one of these can be registered through the state for protection.

Plan ahead, your mark must be in use before it can be registered. For trademarks, the goods must be on sale in the marketplace. For a service mark, you must be rendering the service you are advertising.

Registration is not expensive and we can help with this process, contact us for more information.

## Training



Training is the process whereby employees acquire the capabilities to perform their jobs and is an essential part of any successful business. Training is linked to employee performance. Employees will not reach their full potential and higher levels of productivity will not be achieved unless employees are adequately trained.

Overall, training impacts organizational competitiveness, revenue and performance. However, when the economy slows or when profits decline many organizations first seek cuts in their training budgets. Don't get caught in this trap and sacrifice the long-term value of your company. We can develop a training plan and conduct onsite training to help reduce the costs of your training program.

For your program to be successful, training must be both desired by the employee and beneficial to the company. It is also critical that employers follow-up on their training to ensure it produces value for the company.

A good training plan answers the following questions:

- Is there a need for training?
- Who needs to be trained?
- Who will conduct the training?
- What form of training is best?
- How will knowledge be transferred to the job?
- How will the training be evaluated?



For more information about training please contact us.

## The Biggest Marketing Mistakes

The American Management Association had identified several of the largest marketing mistakes a firm can make. The #1 mistake on their list is "Not Developing a Marketing Plan."

A marketing plan helps you to better design your product and or service so that you can effectively serve a market niche.

It also helps you to target your market and identify what needs to be done to get potential customers to buy your product or service.

Additionally, the plan will help you to develop a budget as well as the objectives and tactics necessary for future marketing efforts. For development of your marketing plan, contact us.

## The AMA/HRI Business Ethics Survey 2005

New survey results reveal that the #1 driver of unethical behavior in the workplace is pressure to meet unrealistic business objective and deadlines.

Additionally, establishing codes of conduct and training programs are viewed as the most important business practice for contributing toward an ethical culture.

## Other ways in which we can help your company..

- Administration & management assistance
- Onsite Notary Service
- Customer Relationship Management (CRM)
- Human Resource Management (HRM)
- Coaching & Professional Development
- Performance Evaluation
- Onsite Training