



## Sponsor Spotlight

### **GOLDEN WEST** CUSTOM SHUTTERS

Golden West Custom Shutters has been enhancing homes throughout Southern California since 1987. Each shutter is hand-built by skilled, experienced and dedicated craftsmen giving the utmost attention to detail.

Available in a variety of styles and sizes, we use only the finest grades of kiln-dried hardwoods to assure that your shutters will stand the test of time. All of our

shutters come with a beautiful furniture-grade paint or stain finish that you may select from one of our many standard colors or we can customize a paint match or stain blend for you.

We know that quality installation of your custom shutters is equally important to the care with which they were made. With this in mind, our exclusive installation team is one of the finest in the industry.

From concept to installation, the pride of craftsmanship

will be evident. We invite you to visit our showroom and factory in Lake Forest. Our experienced staff is available to take you through the building process and see the incredible selection of styles, colors and options available to choose from. We also offer a complimentary in-home design consultation with no obligation.

**Golden West Shutters**  
A Tradition of Quality

(949) 951-0600  
[www.gwshutters.com](http://www.gwshutters.com)



### TIME FOR AN ANTI-GARAGE SALE!

Advertising, pricing items & having strangers in your home is not the way you want to spend your valuable time. So what do you do with the beautiful sofa that just doesn't fit your décor anymore? Consider Furnishing Hope.

Furnishing Hope was founded to provide a home-like environment for kids and families in stressful situations. Recipients include: graduates of the foster care system, qualifying new homeowners, homeless veterans, the developmentally disabled and families who have lost their home to fire.

With your donations, a network of designers & volunteers use their skills to transform the environment of each home; giving those in need the opportunity to experience life with the comfort of living in pleasant & cheerful surroundings.

Orange County Assoc. of Realtors (OCAR) & Furnishing Hope are looking for donations to outfit remaining homes in Habitat for Humanity's "Habitat for Heroes and Foundation for Families" neighborhood.

For more information

(949) 644-9106

[www.FurnishingHope.org](http://www.FurnishingHope.org)

### *Sponsors Love Us*

"We have been very pleased with the success we are having using your service. We have had many new customers since we started using your welcome service. Please have any of your prospective clients call me if they have any questions regarding your service or if they just need a reference for how wonderful your service really is."

*-Tires and Automotive*

## Looking for a Few Good Small Business Marketing Ideas That Work

When looking for good small business marketing ideas you have to look closely because there is a bunch of non-effective advice on the Internet.

Here are some effective and affordable marketing ideas that will help you win sales during tight economic times.

**Follow-up on Old Leads.** Yes, and make cold calls.

**Take Extra Care Of Your Existing Clients.** They are the lifeblood of your business in lean times. Stay in constant touch, nurture and take care of these relationships.

**Find a Way to Enlist New Clients.** Find a niche, or fill a need that may be small, but will keep you in business until the tough times pass. Consider filling smaller orders or cater to the odd client. If their business picks up, so will yours.

**Increase Your Level of Service or Vary your Products.** By out servicing your competitors or offering products that feed off your other products, you will stand out.

**Give Your Clients Something More.** By offering special treatment, support of warranties, you will give your customers more than the expected and will be loyal to you for it. The pay off far offsets any cost involved. By using these simple small business [marketing](#) ideas, you will hold tight in choppy waters.

Written by wwpdbotcom <http://www.mysmallbusinesslips.com/category/business-tips/marketing/>