

The logo features a stylized green kudzu vine with three leaves on the left side. To the right of the vine, the word "KUDZU" is written in a bold, green, sans-serif font. Below "KUDZU", the words "Digital COACHING" are written in a green, sans-serif font, with "Digital" in a smaller size and "COACHING" in a larger size.

# KUDZU Digital COACHING



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Technology is a bit like kudzu--it has taken over everything. I can help you make the most of this plentiful resource.

## Do these problems sound familiar?

- ✎ Should I be on twitter?
- ✎ Is Facebook worth my time?
- ✎ I know my business, but don't



have time to make good choices in technology.

- ✎ Where do I get technology and web advice that will really benefit my business?
- ✎ What's a blog?
- ✎ Do I have to talk to a new kid every 6 months?
- ✎ Do these tech people have any clue about

business?

- ✎ Cloud computing?

## Benefits of Kudzu Digital Coaching

- ✎ Passionate about business and technology.
- ✎ Trusted advisor with deep knowledge of solving business problems with technology.
- ✎ Drive for completion with results.
- ✎ Long-term engagement.
- ✎ A more confident client.



## **Kudzu Digital Consulting LLC**

Kudzu Digital Consulting is owned and operated by Eric Wettstein. It is located in River Forest, Illinois and its mission is to help small businesses and sole-proprietorships use technology to their benefit.

Customers: Final Finish Properties, Within Your Reach, MK-CFO and more.

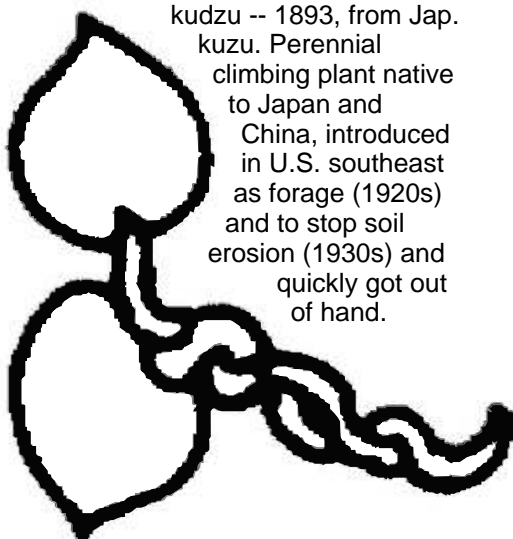
### **Eric Wettstein**

#### Experience

- 25 years technology
- 20 years internet
- 10 years academic and research library software development



*"I am passionate about business and technology."*



kudzu -- 1893, from Jap. kuzu. Perennial climbing plant native to Japan and China, introduced in U.S. southeast as forage (1920s) and to stop soil erosion (1930s) and quickly got out of hand.

## Should I be on Twitter and Facebook?

As a small business customer loyalty saves you from competing on price with the big guys.

The three components of building customer loyalty are education, community and interaction. Education involves the option of giving away your expertise or finding ways to entertain your customers. This is a great way to build trust. Online community is not much different than the community networking you're probably already doing. One side of community building is using your web site to promote the organizations that you care about. The other side is to participate in relevant online communities. The final component is interaction and it may be the most subtle. Make it easy for your customers to interact with your business. Not only does it mean that they should be able to get a hold of you, but it should also be easy to share information about you and your services.

### What Goes in the Hopper



## **How do I get people to my website?**

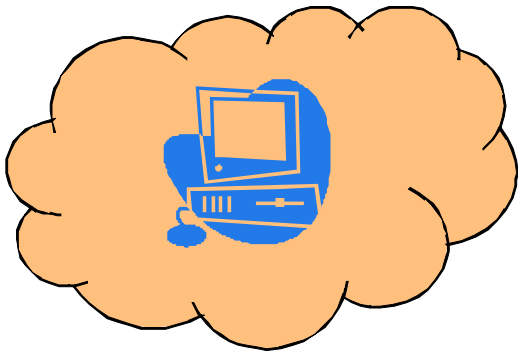
A local business might not always be able to get to the top of the search results, so keyword advertising can be used to get your message out. The major search engines all have a form of geographic advertising. This will let you get your company on the first page of search results for your community. In this process it is important to get the most for your advertising dollar and campaigns need to be monitored from search to web site visit to closing the sale.



## **Is having a website worth it?**

Getting your business on the web can be expensive and intimidating. Getting your business on the web and boosting your bottom line is even harder.

I can help you determine what your online strategy should be and help you make it happen. The process doesn't end there. We will continue to work together to make sure your meeting your goals of your online presence.



## **How do I get my money's worth from technology?**

It doesn't matter what the technology is, the goal is always the same. *Do what I need to do better, faster and cheaper.* It is all about your business goals.

Technology is like kudzu. It's everywhere! Your choices are endless.

## **Choices**

Linux and open-source may benefit your organization by lowering up-front cost of ownership.

Online, subscription services and cloud computing may give you more access to your data.

Automated processes may streamline operations.

## **Services to help you**

- One-on-one training.
- Group training.
- Business process consulting.
- Custom solution development.
- Implementation management.