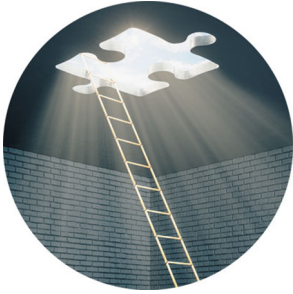


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# GROWTH PARTNER<sup>plus</sup>

BY TRUEMARKET GROUP



## **What Specific Functions Can TMG Handle?**

Thanks for your additional interest in our unique **Growth Partner Plus** program. Below are some additional details for you to consider.

Our work tends to fall into four general categories:

- Marketing
- Media Design and Development
- Sales
- Related Operations

**Let's do a deeper dive into each of these...**



## **Marketing**

What people see and hear about your business determines what action they take (if any) on the path to becoming a customer, whether first-time or repeat. We look at that process in general as *Market Messaging*. With it, there is always an absolute need for high quality, consistency, and effectiveness... pretty much in that order. That's what we strive for.

Every business needs to create messaging of some kind or another. Whether it's marketing, advertising or editorial — for external or internal use — we write it, produce it and get it out (wherever it needs to go). And while we're at it, we always employ a highly customized version of *The 3 C's* made semi-famous by TMG founder, Jeffrey D Brown. They go something like this.

- **C**apture Attention
- **C**onvey Message
- **C**ompel Action

Seems simple, right? That's why it's so powerful. The more complicated it gets, the more difficult it is to implement. We like simple.

## **Applications**

Messaging travels in different vehicles. We can generally use any of the most common vehicles and at times, we may even look for roads less traveled that can serve a unique purpose in connecting with potential revenue sources.

Some of those more common vehicles include:

- News (including press releases and editorial)
- Email
- Social Media
- Videos and Podcasting
- Print and Traditional



## **Media Design and Development**

We've been designing and developing websites and digital media of all kinds since nearly the start of the Web in the mid-nineties. Of course, it was a little different then. It's a lot different now. It was even a lot different just a few years ago.

Historically speaking, we started in the design and production side of things before digital and the internet. As a result, we utilize our traditional, foundational knowledge of design strategies to give us a more rounded (and wider) creative base.

We encourage you to take a look at the portfolios on our website that show a small, but representative sample of our design and development work in a number of different formats.



## **Sales**

With many years in successful high-end sales management, we understand the process and priorities. When it comes to driving revenues, we can help you integrate sales, marketing, and media efforts, while at the same time (where applicable), create manageable and effective processes to support your growth and profitability.

## **Related Operations**

All of the roles and functionalities that we describe above usually require some level of process and operational integration within a business or professional endeavor. Because we've had a lot of experience with all of this in many different capacities over several decades, we can be of substantive help in creating the kind of *operational balance* needed to ensure a smooth transition to the next level you seek — whatever that is.

**We look forward to exploring the possibilities.**



For a more in-depth discussion about any of this, please contact us. We're happy to set up a Zoom meeting or phone call to answer any questions.

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