

You did a great job on my client's brochure and press releases. I continue to get inquiries from your work and will keep you in mind for additional opportunities. I enjoyed working with you. Keep in touch!

- John Howard, CEO,
KDA Industrial Design Consultants

Working with you couldn't have been easier! You took the time to learn about my industry and how I personally do business. The marketing pieces that you created turned out to be above and beyond our expectations. We will certainly come to Insight Consulting Services with our future marketing needs.

- Andy Murray, Owner, HR SmartSource

I am delighted to tell you that I have been approved for a SBA loan. I had numerous compliments on the thoroughness of my business plan. I just smile and say I had help. I couldn't have gotten there without your business plan; it was obvious that I could never have done it by myself and any effort I spent trying to was nothing but wasted time. Without a doubt, your plan was worth every penny I paid for it.

- Troy Smith, Owner,
Circle City Tank Wash

We have been staying extremely busy - no doubt from our hard work and, of course, from your wonderful advertising and promotional materials. The seven articles you wrote have been very successful and received a lot of positive comment - we even had several letters to the editor thanking us for the information provided. Thank you for your great work.

- Chuck Hitzeman, Fifth Generation Funeral Director,
Hitzeman Funeral Home

INSIGHT CONSULTING SERVICES

Do you need to attract new customers and increase sales to existing customers?

Insight Consulting Services serves a wide range of clients from many industries and includes professional service firms, manufacturers, wholesalers, and retailers. Our clients are one-person enterprises, national companies, start-ups, and established businesses.

We research, analyze, strategize, implement, and bring an "insightful outsider" view to your business.

Call us today to maximize the strategic and tactical return on your marketing dollar.



For more information about marketing plans, business plans, market research, or marketing communications, please contact:

(847) 252-7445
info@insightactionimpact.com

Visit our web sites:

www.insightactionimpact.com
www.newsletterauthority.com

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CONSULTING
SERVICES

**MARKETING
PLANS**

BUSINESS PLANS

**MARKET
RESEARCH**

**MARKETING
COMMUNICATIONS**

OUR SERVICES

MARKETING PLANS

Market Research • Strategy Action Plan

A marketing plan provides a powerful, cohesive blueprint for your marketing initiatives and prioritizes your many promotional options.

Insight Consulting Services uses market research, analysis of your industry and market, and our business knowledge to develop a marketing plan that includes your marketing strategy and specific action steps.

MARKET RESEARCH

Customers • Competitors Suppliers • Geography Technology • Government

Do you know enough about what is going on in your industry and market to make informed business decisions?

Insight Consulting Services performs comprehensive market research to identify trends and uncover your business opportunities and threats.

We answer the important “so what?” and recommend a course of action based on an internal assessment of your business and the results of our research.

BUSINESS PLANS

Situation Analysis • Marketing Organization • Operations Financials

A written, credible, and thorough business plan provides a persuasive tool when you are seeking funding and is a valuable guide for running your business.

Insight Consulting Services performs an external analysis of your industry and market, an internal evaluation of your business, and develops your business strategy and financial plan.

MARKETING COMMUNICATIONS

Brochures • Newsletters • Ads Press Releases • Direct Mail Articles • Flyers • Web Sites Sales Letters • Success Stories

Insight Consulting Services develops marketing materials that show your prospects and customers how they benefit from choosing your products and services.

We understand your business objectives, use innovative techniques to spark the reader's interest, and design marketing communications that generate business growth opportunities.



*“There is nothing so terrible
as activity without Insight”.*

- Johann Wolfgang von Goethe