

DrNunley's Marketing Tips ezine

Tuesday, April 27, 2004

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Selling Door-to-Door

Going door to door through a neighborhood, giving your sales pitch to anyone who listens, is called canvassing. Canvassing scares the heck out of me, but many people are good at it and prefer it over other kinds of marketing.

If you often think to yourself "I could sell a LOT of these if I could just meet people face-to-face," canvassing could be your ace.

Good canvassers dress like their prospects. If you will be approaching bankers, wear formal business dress. Dark colors like gray, black, or dark blue give you a look of authority. Dress less formally when knocking on the doors of home owners.

When the door opens, start your pitch by pointing out something about the prospect. "I like the decoration on your door..Hello, I'm Kevin Nunley. My company is Nunley Associates..." is a good way to start.

Be sure to make eye contact. Next you will want to quickly find out if the prospect has a need for your product, service, or idea. You don't want to waste your time or theirs if they have no need for what you sell.

Point out the benefits buying can give the prospect. And ABC-- always be closing. As soon as the customer says "yes," get out your pad and write the order.

Don't take rejection personally. A certain percentage will slam the door in your face, kindly tell you to go away, or appear in various stages of undress. The more prospects you talk to, the more sales you will get.

Each week Kevin Nunley gives you smart ways to market your business for under \$1 a day.

Archives

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Email is almost free to send. It's handy for people to open and read. And people who willingly give you their email address are VERY likely to value what you have to say.

Use freebies to get people to give you their email address. The most common way is to offer a free, info-packed newsletter. Folks sign up, they get your newsletter, you keep their email address.

You can also do this with ebooks. Rather than giving people your web site address where they can download the book, ask for the person's email address. Then send them an email giving them a special link where they can download the ebook. Make sure to mention that you will be sending additional updates from time to time, and how to unsubscribe if they don't want them.

Provide free access to your "private area." People have to enter their name and email address to get inside. There, they find good information or freebies they can't get on the public parts of your site.

Free ebooks, coupons, reports, and ads can also work this way. MAKE SURE people KNOW you are adding their name to your list and

give them a way to GET OFF your list easily. You NEVER want to be accused of SPAM.

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DrNunley answers! Send questions to <mailto:kevin@drnunley.com>.

Q: Kevin,

I work for a Home Health Agency.. We are low right now in our patient load. A lot of the reason is we changed the name of our agency and people think we have closed. Do you have any ideas for marketing that might help us out?

Thanks,

Karen

A: Karen,

Do some advertising locally (or wherever your clients are coming from) and stress how you're now under a new name. Give some positive reasons why you changed your name. They might be you have expanded your services, or you have refocused your efforts to meet the challenges of changing times, or you're with a new owner who can better finance improvements, or you're smaller now and can give people more personalized service. You get the idea.

Best,

Kevin Nunley

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Q: Kevin,

I have about 30 great domain names I am looking to sell. I want to make a lot of money with them. The only thing is I don't know how to check for copyrights and trademarks. I don't want to infringe on any laws or anything of that nature. Where can I check to find out if any of my domain names will not be able to sell?

Thanks,

Jason

A: Jason,

Usually it's up to the company that owns the trademark to go after anybody who they feel is using their trademark unfairly. You can search for registered trademarks at: <http://www.uspto.gov/>

Keep in mind most claimed trademarks are not registered. You can trademark a name just by putting tm next to it.

Best,

Kevin Nunley

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Q: Kevin,

How can I get a replicating web page for my site?

Thanks,

Joey

A: Joey,

Your best bet for getting a replicating site system is <http://www.replicate99.com> It will let your affiliates and members create an unlimited number of copies of your promotion page. I used them for several years...inexpensive and good.

Best,

Kevin Nunley

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NEW "Point and Click" MARKETING TOOL! If you're tired of reading reams of pages in ebooks then something I stumbled across might help you, by a guy named Marlon Sanders. What it is, is a Marketing Dashboard. The concept is you point, click and follow the steps. So it's literally "point and click marketing".

Click here for a picture and more info:

<http://www.getitgoing.com/cgi-bin/t.cgi/265856>

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Currency Market Watch has a website with tools for the individual investor, as well as the CFO and the large corporation to learn the ins and outs of the currency market. For an objective, independent and knowledgeable opinion on how you can increase and protect your bottom line, contact us today at trader@currencymarketwatch.com
<http://www.CurrencyMarketWatch.com>.

A PROFESSIONAL LOGO makes your site more effective instantly.

See the new logo at Kevin's <http://FastAdKing.com>
<http://www.GotLogos.com/?gl> creates all ours and they only charge \$25 per logo! Mention you heard about this from DrNunley when you order and get a free greyscale version of your logo (great for ads and business cards) and free backup service.

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See you next week!

Kevin

- posted by Kevin @ 1:23 PM

Wednesday, April 21, 2004

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Issue # 200

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Meredith Pond, Editor

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No spam.

****THIS WEEK'S ARTICLES****

The latest batch of useful business articles, including:

- 1) "Seeing From Your Customer's Point of View: Six Ways to Increase Sales"
- 2) "Migraine Headaches--New Developments"
- 3) "Smart PR For Your Small Business"

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<http://KevinNunley.com> Not the fastest or cheapest.
...but probably just what you need.

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Seeing From Your Customer's Point of View: Six Ways to Increase Sales

by Kevin Nunley
<http://www.DrNunley.com>

The better you can describe your best customers, the more products and services you can sell. How do you that?

Know Your Customer

What newspapers, magazines, and e-zines do they read? What topics interest them most? What groups or associations do they belong to?

You can devise a questionnaire to send to your best customers and prospects. Entice them with a free offer or a big discount.

Many actors start developing their character by writing down a long list of words that describe the character. This helps the actor think deeply about the part they are going to play.

This strategy works well to help you figure out what kind of people buy often. You likely know far more about your prospects and customers than you realize. This method helps you get a clearer understanding of what you probably already know.

Do A Needs Analysis

Experts on selling always tell you to start by doing a needs analysis for the customer. That's a fancy way of saying you need to figure out what the customer's problem is, and to decide how you can fix it. Would your potential customer's life be improved with your product or service? You can fix that!

Does your customer find a certain product or service inferior? Your mission will be to deliver a better solution.

Michael Dell got the idea for his Dell Computer business while he was still in high school.

He quickly saw computer stores weren't giving him very good prices and service was almost nonexistent. As a customer, that was his problem.

"When I would go to a computer store, I would pay 25 percent retail mark-up for a computer and be served by a person who knew little about computers," Dell wrote in a recent article.

This early experience became the idea behind his own business. By selling direct to customers, Dell could eliminate the mark-up.

He also insisted on customer support being a top priority, positioning Dell as a consumer advocate.

Ask Some Questions

What if customers have some idea what they need, but don't understand the big picture of why they need it and how you can provide a solution? Be prepared for this.

It is a little like when you or I go to the doctor. We know something hurts, but we may not know what is causing it. If you don't know what is causing the problem, it is very hard to come up with a cure.

Start your needs analysis by asking questions. Help the customer zero in on the exact problem.

When a prospect tells me "I'm not making any sales on my web site," I first find out if they are getting enough visitors. The problem could be too little traffic or they may be getting enough traffic but their site's copy isn't selling.

Best of all, doing a needs analysis gets you focused on the customer. That is the quickest path to a sale.

Listen to your Customers

Why is this important? Most of us tend to develop beliefs about

ourselves, our products, and our businesses. We have strong feelings about why we are good, why people should buy from us, and why our customers find us important.

Believing in yourself and your products and services is very important. It is hard to be successful if you don't believe with confidence.

Beliefs can also blind us to reality or new conditions. Believing in a false reality can bring unpleasant surprises down the road when a competitor suddenly surges or customers begin to stay away.

Watch yourself, your biz, and competitors with open eyes. Look for solid indicators that your view of things may need an adjustment. If customers disagree with your view, or just offer suggestions, listen to them. There may be some valuable grains of truth in what they think.

Stay Acquainted with Your Customers

Keep notes! This tip sounds a bit sneaky, but customers love it. From time to time customers may tell you about something going on in their life. "My daughter is graduating next week" or "Product X is our best seller" or "My team won the championship."

Write down those revelations for later use. Refer back to your notes right before placing a phone call or composing an e-mail to the customer. Selling depends on your excellent product or service, but also on your likability and ease with people.

Notice how personal and natural this conversation sounds:

"Is your daughter enjoying being a graduate? She's going to State U? You're probably looking for a low-cost computer for her. I have a great new budget model that fits into any space and is loaded with the software that a college student needs."

Customers are impressed when you remember things about their life or business. They don't know you are reading from notes. The customer feels important. They think they are getting your special attention. In the end, that is the most powerful tool you can use to entice people to buy.

Remember What It Was Like To Be A Customer

Many businesses say their best ideas come from customers. It is also a good idea to think back to before you started your business. Think back to the time when you were a customer buying from businesses like yours.

What frustrated you? Were there parts of the business you felt weren't giving you a very good deal? Is that part of why you have

a passion to give customers a better solution?

Keep doing that by knowing your customers and satisfying their needs, because you were in their shoes once.

Kevin Nunley provides marketing advice and copywriting. See his 10,000 marketing ideas and popular promotion packages at <http://DrNunley.com> Reach Kevin at kevin@drnunley.com or 603-249-9519.

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Migraine Headaches--New Developments

Are you one of the 30 million people in the US who suffers from migraine headaches?? If so, you know how painful and debilitating they can be. Over 50% of sufferers state that migraines significantly affect their normal, daily routine. In fact, over 10 million people enter the emergency room every year due to migraine headache pain. Not only does migraine pain interfere with precious family time, it also has a devastating effect on the workforce. According to the National Headache Foundation, employers lose an estimated \$50 Billion per year due to absenteeism and medical expenses caused by headaches which include migraines.

Migraine headaches are defined as a vascular headache caused by chemical changes in the brain which lead to dilation (expansion) of the cranial blood vessels. This dilation causes increased blood flow and inflammation and creates pressure on the surrounding nerves. This pressure is what causes the headache pain.

The most common symptoms of migraine include:

- * Vomiting
- * Nausea
- * Sensitivity to light
- * Pain on one side of head or neck
- * Sensitivity to sound

Approximately 70% of all migraine sufferers are women so it is no surprise that hormonal changes are a contributing factor. Each person has their own unique circumstance, but a few of the known "triggers" include:

- * Caffeine
- * Red wine
- * Hard alcohols
- * Chocolate
- * Stress
- * Bright light/loud noise
- * Certain smells
- * Aged cheese
- * Irregular sleep patterns

Until now, prescription drugs have been the most effective treatment option in treating this debilitating condition. These drugs are not only expensive, but in many cases, can actually start to cause more headaches when taken too frequently and/or in high dosage. This is called a "rebound headache."

Fortunately, there is now hope with an all natural, non-invasive treatment option called the Neuro-Cool System. Doctors have been using ice and cold therapy for years as it is a proven treatment method for constricting blood vessels and decreasing inflammation. The Neuro-Cool is a patented device that uses the same principles of cold therapy to help alleviate the excruciating pain of migraine headaches. It uses technology that was originally created by NASA to help cool astronaut's spacesuits. Now this technology has been incorporated into a proven, all natural treatment option for people who seek migraine pain relief while also reducing their consumption of prescription medication.

The Neuro-Cool provides continuous and effective temperature reduction that helps relieve headache pain and the accompanying symptoms of migraine. When used in a dark, quiet room, the Neuro-Cool may actually help facilitate drowsiness and enable you to fall asleep faster. For more information about the Neuro-Cool and its manufacturer, Traumatec, Inc, visit <http://www.Neuro-Cool.com> or <http://www.Traumatec.com>.

Traumatec is an emerging company dedicated to providing an effective, all natural pain relief system for those who suffer from migraine headache pain. Traumatec works with the country's leading migraine specialists and is registered and fully compliant with all FDA regulatory requirements.

Smart PR For Your Small Business

by Kevin Nunley

<http://www.DrNunley.com>

Paul opens his favorite business magazine to find a fawning interview with Amazon's Jeff Bezos. Then he picks up the morning paper and reads a long story on a new donut chain being built in his town. Later he catches a feature piece on CNN about a guy who sells funny handmade shoes and learns accounting secrets from a CPA in Ohio.

Media hands out millions of dollars in free publicity every day. As well as advertising works, a media story about you almost always pulls better. The familiar and respected voice of a newspaper editor, magazine writer, TV reporter, or radio personality talking about you holds lots of weight with the audience.

How do all these businesses get media coverage? The secret varies depending on what your business does and HOW BIG it is.

Large, in-the-news businesses like Amazon.com get coverage for practically any development. Political figures find their words in the media for almost any pronouncement. The local college football team gets press even if there is nothing much to cover.

Your small business can have a much tougher time if you try to approach media the same way big organizations do. Media is almost entirely owned by large conglomerates and staffed by media pros who have never worked in a small business. The overall industry mindset is that big business is news and small business is--well--rarely news.

This all changes, though, if you offer good information or advice that will be helpful to the media outlet's audience. Newspapers love it when a tax expert offers tips around tax return time. Radio stations get a big kick out of anyone who can keep their audience laughing. TV likes anything that is visual and brings out emotion (hide the keys to a new car in a pool of jello, ask contestants to swim to win, and watch every TV station in town turn out).

Let's focus on you as the media savvy expert. This is without question the best strategy for consistently getting your small business in the media.

Start by taking inventory of the areas you are, or could become, an expert in. Think in terms of the kinds of information a general audience would find interesting, helpful, or moving (these days many in the media try less to explain and more to

create emotion).

If you have a day care center, make a list of ten ways tired parents can keep an energetic youngster entertained and learning. Run an auto body shop? How about ways to avoid getting taken by mechanics and insurance companies after an accident.

If your area of expertise can relate to a hot topic in the news-- all the better! Historians, lawyers, detectives, and political scientists get in the media several times each year by giving informed tips relating to an event or scandal in the news. You may even be able to provide a local angle for a national story.

I have found the best way to get covered by newspapers is to first find the reporter who handles stories like yours. Most papers give reporters wide leeway in what stories they cover. Call the reporter and deliver a short, too-the-point message on why you have a story THEIR AUDIENCE would find interesting. Get to the juicy, memorable part first.

Follow up quickly with a press release, question and answer page, and a bio about your business history (sometimes called a backgrounder).

While you have these materials in hand, call local talk and news radio shows. Speak with the host or producer. Explain what is interesting about your information and, again, follow up with your release, Q&A, and bio.

The same strategy can work for getting you on top radio morning shows. Radio comprises well over half of all the media outlets in the US and many other countries. Don't over look it.

As you get media coverage, collect quotes from the media folks who have worked with you.

"Jean kept the phones lit up for an hour"
KXXX San Diego, CA

"Interesting information every home owner should know."
The Daily News Canton, OH

Build your list of stations and publications your business has been featured in. Include reprints when possible. Media folks love to cover stories and feature experts who have already been successful elsewhere.

Stay in touch with media who cover you. Send a handwritten thank you note to editors, reporters, and on-air personalities. Make sure YOU are the expert they think of when your topic comes up in the news throughout the year.

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businesses and organizations. Read all his money-saving marketing tips at <http://DrNunley.com/>. Reach him at kevin@drnunley.com or 603-249-9519.

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- posted by Kevin @ 12:21 PM

Tuesday, April 13, 2004

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Feedback, Not Failure

Probably the biggest mistake businesses make with their advertising is to try an ad only once. Juan's accounting firm placed an ad in the local financial paper. It didn't pull much response, so Juan figured that kind of advertising just doesn't work for his type of business. He won't place ads in the financial paper again.

More often than not, the problem wasn't with the marketing method but with the ad. Don't give up on a marketing method because it doesn't work the first time. Look at the experience as feedback rather than failure. Try to learn why the first ad didn't work, then fix it and try again.

Direct mail marketers have solid evidence this rule holds true most of the time. The first test pulls better than average response about 25 percent of the time. Fifty percent of the time the first test pulls even with past experience. And 25 percent of tests fall far short of the average.

Even if your first try doesn't bring the results you expected, try again. Change your ad. Make the message clearer. Make the offer more attractive. Test several different headlines. If your budget is limited, test with low cost

classified ads and free Internet ad sites.

Give your product, service, or idea the all-out marketing blast it needs. Kevin combines ezine ads with a press release, sales copy, and your own expert article with your name on it. See the All-Out Promotion Package at http://DrNunley.com/marketing_plan.htm

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Speak at Breakout Sessions

Conventions usually feature at least one main speaker followed by several breakout sessions. These are one to three hour mini-seminars. They are excellent opportunities for you to establish yourself as an expert in your field--and make plenty of cash at the back of the room.

While you usually have to be an established speaker in the field to be a keynote speaker, just about anyone with good information can get a shot at speaking in a breakout session.

Good information is important, but I find crowds consistently go for speakers who are enthusiastic and entertaining. Work up a few humorous quips to throw in at key points in your talk. Illustrate your points with stories that agree with the listener's own experience or tug at her emotions.

By all means, don't forget the back of the room. After your talk, it is quite common to sell your books, booklets, and reports at a table in the back of the room. While even some publishing pro's scoff at this idea, I know plenty of speakers who earn six figure incomes using this simple

method.

Give your product, service, or idea the all-out marketing blast it needs. Kevin combines ezine ads with a press release, sales copy, and your own expert article with your name on it. See the All-Out Promotion Package at http://DrNunley.com/marketing_plan.htm

DrNunley answers! Send questions to <mailto:kevin@drnunley.com>.

Q: Kevin,

I have a replicated website from my company--they control everything and content. How can I make this type of website search engine friendly? Right now it ranks zero, and some engine can't even find it.

Thanks,

Greg

A: Greg,

There's probably no way to get the ranking of the replicated site up. Your best bet is to create your own site, then link to your affiliate site from that. You can get your own domain name for \$13 at <http://oriweb.com>. Then get a free site at Tripod.com and have your domain name redirect to it. When people type in yourname.com --boom-- they'll be taken to your site on Tripod. Bill at Oriweb can show you how to set up the redirect. We'll write the copy for the home page of your web site. See our one page deal at <http://drnunley.com/copywriting.htm>

Best,

Kevin Nunley

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Q: Kevin,

You seem to be everywhere these days. How many different websites do you run? Just curious.

Thanks,

Kent

A: Kent,

Let's see which ones I can remember off the top of my head

:

<http://www.drnunley.com>

<http://www.kevinnunley.com>

<http://www.internetwriters.com>

<http://www.cheapwriting.com>

<http://www.myadblaster.com>

<http://www.fastadking.com>

and my newest one at <http://www.curlyscoffee.com>

Best,

Kevin Nunley

~~~~~  
Q: Kevin,

A few weeks ago there was a very interesting business tip in your newsletter about selling phrases. I seem to have lost the issue. Where can I get another copy?

Thanks!

Chad

A: Chad,

You can get most of my biz tips (over 10,000 of them now) on my website at <http://www.drnunley.com/BIZ.htm>. I believe the one you're looking for can be found in the Red Collection.

Best,

Kevin Nunley

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See you next week!

Kevin

- posted by Kevin @ 12:00 PM

Tuesday, April 06, 2004

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Spam Of The Future

Although there will always be people who try, spamming isn't as easy as it used to be. Sending out unsolicited bulk mail generally gets you kicked off your service provider.

Read the fine print in your Internet access contract and you may find per-email charges of \$10 or more for any message that is sent unsolicited. Some major services limit you to sending 50 emails per day (although you have to read the fine print to learn that).

"Outstanding!" you exclaim. "I hate getting all that junk mail. The sooner they get rid of spam the better!"

Don't expect entrepreneurs to give up that easily. We're moving toward a mode where companies can send out bulk mail, but they will have to pay some kind of licensing fee to do it. ISPs may charge for each email that passes through their system. Big opt-in list houses are amassing even bigger lists of people who allegedly want email on specific issues. They are renting those lists for lots of money.

If you're thinking, "This sounds just like the post office and list brokerages," you're right.

Expect the spam of the future to be expensive, done extensively by major corporations, and rarely tried by smaller businesses (much like regular bulk mail is done today).

Kevin Nunley provides marketing and copy writing. Read all his free tips at <http://DrNunley.com> Reach Kevin at kevin@drnunley.com or 603-249-9519.

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Get Your Own Bookmark

We're buying more books than ever in history. The advent of mega book stores and on-line book shopping are moving printed pages into our homes and offices at record rates.

Unfortunately, most of us have very little time to read the books we buy. Publishing industry studies show people read to about page 17 of a book. They place a bookmark where they stopped, set the book on a shelf, and never getback to it.

This presents a new and simple opportunity for marketing. Put your ad message on a bookmark. Amazon.com, Borders, and Barnes and Noble all use this strategy.

One publisher of Internet books includes their own bookmark listing several dozen helpful websites. It made me want to keep the bookmark for future reference.

Bookmarks can contain helpful tips, useful phone numbers,even cartoons and jokes. Try to make your bookmark something people will want to keep for a long time. You might even laminate it for added durability.

See Kevin Nunley's 10,000 free marketing ideas at <http://DrNunley.com>. Also see his affordable PR and copywriting packages to help you sell more now. Reach him at <mailto:kevin@drnunley.com> or 603-249-9519.

DrNunley answers! Send questions to <mailto:kevin@drnunley.com>.

Q: Kevin,

I own a small scratch BAKERY. How can the internet increase my sales? If you think it can be done, please explain to me, HOW?

Thanks,

John

A: John,

These days a great many people search the Internet before they look in the Yellow Pages. Put up a simple web page for

your bakery. Make the title something like "Your town Bakery specializing in donuts, bread." You get the idea. Then register the page with Google.com. People will find your site and check for your location, hours of service, items sold, and specials.

Here in New Hampshire I started a small coffeehouse that mostly exists to give local musicians a place to play. The web site is dirt simple, but it works incredibly well to let all interested parties know what we're doing. I haven't even had to install a telephone. <http://CurlysCoffee.com> Do a search for it on Google and you'll see the description comes up with our address, perfect for people who heard about us and want to quickly find out more.

Best,

Kevin Nunley

~~~~~

Q: Kevin,

Where can I go to find a big collection of clip art? I teach a large church group of kids and could always use some--preferably without copyright issues.

Thanks,

Carolyn

A: Carolyn,

Check out <http://www.gifart.com>. They do charge a very small subscription fee, but you get unlimited downloads and printing. No copyright issues, and I believe they do have some free samples.

Best,

Kevin Nunley

~~~~~

Q: Kevin,

I run a small business ezine. Do you have articles that are free to use as content, or is there a charge for them?

Thanks!

Martin

A: Martin,

Check out <http://www.drnunley.com/MARKET.htm>. There are lots of articles here that are free to use, as long as the author paragraph at the end is included. I never charge for using my articles, so feel free to use as many as you like.

Best,

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See you next week!

Kevin

- posted by Kevin @ 9:34 AM

