

FUSION IMPACT MARKETING

WELCOME MESSAGE FROM STEVE SAENZ*

Hello this is Steve Saenz, the founder of Fusion Impact Marketing. I would like to thank you for visiting our website. I just wanted to take a minute and explain who we are, what we do and what makes us different. Then I will give you a quick orientation of what is on the website to save you some time. If you go to the second paragraph, you will see a good description of what we are. I call this a “hybrid shop” and, by that I mean, that we are a hybrid between a creative agency and a management consultancy.

The reason I think that is important is that it gets to the heart of what makes us different. We have access to some extremely talented creative people, a broad and deep pool of talent from around the world that we can bring in to do whatever needs to be done on a project, but we think, we act and we even speak like consultants. I think that is a good thing because, in this day and age, with all the confusion and rapid change it's important to have someone who understands strategic planning and has experience developing, implementing and managing the strategic planning processes. That keeps everybody on track and moving toward the same goal. So, that is what we bring to the table. We have very talented, creative people and we have very experienced consultants that lead to projects.

Let me give you an example. On the right side of this page, you have the old A to B chart. Everybody talks about A to B. Our job is to get you from A to B as quickly as possible or as efficiently as possible. Most consultants will tell you, “Hey, our job is to get you from A to B.” The problem with that is that it sounds good on paper, but if you really have experience as a consultant – and I am talking about hard core, in the trenches, sleeves rolled up, sitting there with the clients, sitting there with their clients, really understanding business – what

you are going to find is, when you talk to entrepreneurs or business leaders a lot of times they have no idea where B is. In fact, a lot of times they have no idea where A is. If you're really good and if you ask the right questions and start peeling back the layers of the proverbial onion, what you are going to find is that, a lot of times, the client is better off going to another destination – maybe C or D or G. Sometimes, B is really not the best place for them to go.



What happens, if you have a young (and nothing against young consultants or young creative people) but, if you have someone who lacks experience, it is very easy and very common for them to accept a job. That can be everything from a speaking engagement to a consulting gig or designing social media and web pages for someone. They will accept the job because the client says, “I need to go from A to B” and they will help them get from A to B. But, again, the problem is if the client is better off going to C or D or E, do you see what just happened? Without anyone knowing it, without anyone intending to do harm, you can spend a lot of time, money and energy getting the client to a place they really don't belong. So, again, that's what really differentiates us from other shops you might be looking at.

FUSION IMPACT MARKETING

WELCOME MESSAGE FROM STEVE SAENZ*

If you look at the next line down, our valued prop is pretty straight-forward – we give you superior work and excellent service from people who care. I have a client who works in Toronto and when she presents her team to her clients – when she explains what makes her different – she says looks at them right in the eyes and says, "The one thing that makes us different is that we give a damn." I love that, because it's straight up and we give a damn. We care, and we are creative people. We are passionate about our work, which ultimately becomes your work. I think people with passion are the kind of people you want to work with.

Last but not least, we offer rates that are way below market. When you look at what you get, in terms of creative talent and consulting experience, and see what we charge I think you will find that it is very compelling.

Anyway, this is an overview of who we are and what we bring to the table. I think that is important and, hopefully, you can use that example of the A to B trap with other clients. If you are a consultant or a coach, please think about that story and use it with your clients. Make sure you are asking the right questions. I have been doing this for a long time – 20 years in the consulting business, hardcore consulting and coaching, head under the hood like the mechanic. Like a friend of mine says, "Hours sitting in a cockpit." To become an airline pilot, you cannot buy or go to college to get your hours in the cockpit. You just have to sit up there and fly the airplane!

The same is true when it comes to consulting. Sometimes you have to challenge the clients, sometimes you have to push them a little bit. Make sure you are asking deep, penetrating questions that help everybody get to the truth. Frankly, that is what you are looking for.

Our website is pretty straight-forward. SERVICES are at the next tab and there you can learn more about what we can do for you. RECENT PROJECTS contains some examples of the creative projects we have worked on recently. There is some really fun stuff there like experiential web design that we are working on. If you really want to know more about our consulting and coaching services, you will need to go to another website. If you scroll down you will see a link to a white paper I wrote several years ago called, *Maximum Impact Marketing*. If you click on that link, it will take you to another website that called, *Unconventional Wisdom*. There you will find all of my work – my articles, presentations, slides, models and interviews – everything I have created over the last 20 years.

We start with a complimentary consultation and have a conversation to find out if we can help you. If we can, we will tell you right away. If we can't, we will tell you straight up. If we can't help you, we will do our best to find someone who can. Thank you again for visiting our website and I really appreciate your time. If there's anything I can do to help you at all, even if you just want to talk, I am more than happy to help you out.

Thank you and take care.

* This is an edited transcript of the audio message at appears on <http://www.fusionimpactmarketing.com/about.html>