

The Red Letter



I Give You My Words

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Outsourcing: Small Biz Smart Move

Yeah, right, you think...of course he'd say that. Sure, but I'm not the only one.

AllBusiness.com, an online media and e-commerce company that has received critical acclaim from *The Wall Street Journal*, *Forbes*, *Business 2.0*, *Fortune* and others, says so too. In "The Benefits of Outsourcing for Small Businesses," AllBusiness lays out some excellent reasons for working with independent contractors. "It's true that outsourcing can save money," AllBusiness states, "but that's not the only (or even the most important) reason to do it."

Control Capital Costs: Outsourcing converts fixed costs into variable costs and allows you to pump more into revenue-producing activities.

Increase Efficiency: You and your employees don't have to do everything yourselves, and you can take advantage of an independent provider's cost structure and economies of scale.

Reduce Labor Costs: You avoid expenses associated with hiring and training staff for short-term or peripheral projects.

Get Results More Quickly: You can start projects right away and finish them more quickly than if you rely on in-house people with other priorities.

Level the Playing Field: Outsourcing allows small businesses to act big by giving you to access to the same efficiency and expertise that large firms have in-house.

Reduce Risk: Outsourcing providers can assume and manage risks in their areas of expertise so you don't have to.

Next month – AllBusiness on hiring a good independent copywriter for your small business.

Happy Halloween!



Publicity Rules!

There are rules to creating successful publicity events, and you can learn what they are at the first educational get-together of the 2005-06 FM AdFed season.

John Mollison, CEO of The Runway Company, Sioux Falls, will be sharing secrets to successful events and delving into some of history's publicity triumphs and colossal flops.

Tuesday, 11/15/05
11:30 a.m. – 1 p.m.
The Doublewood Inn, Fargo

Please join us.

*Employ your time in improving yourself by other men's writings,
so that you shall gain easily what others have labored hard for. - Socrates*

The Good Word

I'd Be Lying If I Said I Remember These Rules

Lay, lie, lain, lying, laid, laying...man, I can never remember how to use them.

Lay means "to put" or "to place," and it requires an object. Examples: "Please lay the boxes on the pallets," and

"He is always laying the blame on assistants."

Lie means "to recline, rest or stay." It refers to a person or thing as either assuming or being in a reclining position, and it cannot take an object. Examples:

"He lies in bed all day," and "The mountains lay before us."

Here's an easy test: substitute *place*, *placed* or *placing* for the word. If it fits, use lay; if it doesn't, use lie. Example: You wouldn't say, "I will *place* down now," so you should use lie.

Straightforward as a lie? Exactly.