



The Horizon Company

November Newsletter

About Us

The Horizon Company is a global logistics company that specializes in **transportation, warehousing, and distribution**. We currently have over **200 facilities** throughout the world, which allow us to provide expeditious service to our clients. Our company has been recognized as one of the most innovative companies in its field by various publications, including **Forbes** and **Business Insider**.

We pride ourselves on our ability to think out of the box when it comes to providing our clients with innovative solutions to their logistical needs. We understand that every client has different needs and we tailor each solution we provide them with accordingly.

Our Success

The company's success can be attributed to its commitment to **excellence and innovation**. Horizon's mission is to deliver the best service possible for every client, every time. They believe that this can only happen through continuous innovation, so they invest heavily in research and development, as well as hiring top talent from around the world.

Horizon is proud of its many accomplishments over the years:

1. Innovation Award from the World Economic Forum (2012)
2. Best Logistics Company (2014)
3. Best Transportation Company (2015)
4. Best Warehousing Company (2016)



Job Opportunities

Social Media Manager, \$900/Month

Primary duties: Create and implement campaigns to increase brand exposure and interact with customers via social media.

Financial Adviser, \$1,400/Month

Primary duties: Assess their client's financial needs and make decisions on their behalf to help them meet financial goals.

Marketing Manager, \$1,500/Month

Primary duties: Implement marketing tactics to attract new clients and retain current customers.

Web Developer, \$1,000/Month

Primary duties: Create website design, layout and functionality.

No Bs Newsletter Business Ideas Guide Online

J Elliott



No Bs Newsletter Business Ideas Guide Online:

No B.S. Direct Marketing Dan Kennedy, 2013-04-01 This new edition reaffirms the essential fundamentals originally revealed by Kennedy and adds vital updates and revisions incorporating the newest media and marketing methods Kennedy adds three new chapters expanding on key direct marketing strategies and new case history examples and samples from new guest contributors each with extraordinary current success Kennedy dares marketers to dramatically simplify their marketing refocusing on what works Updated to address the newest media and marketing methods this marketing master plan from marketing master Kennedy delivers a short list of radically different little known profit proven direct mail strategies for ANY business Strategies are illustrated by case history examples from an elite team of consultants all phenomenally successful at borrowing direct marketing strategies from the world of mail order TV infomercials etc to use in ordinary businesses including retail stores restaurants and sales

No B.S. Sales Success In The New Economy Dan S. Kennedy, 2010-01-01 In The New Economy only a select few will gain and keep membership in the elite sales fraternity enjoying the top incomes the greatest security the most independence and power and the highest status And who better to show you how to get in than Millionaire Maker Dan Kennedy Kennedy covers Adapting to The New Economy Consumer How to STOP PROSPECTING Once And For All and why you must Put the awesome power of TAKEAWAY SELLING to work in any environment If you re in a commodity business get out how to Re Position escape commoditization and safeguard price and profits in the heightened competition of The New Economy The One Thing to do to leverage The New Economy s Chaos of Choices to your benefit How Dumb Salespeople Work 10X Harder Than Necessary by under utilizing this one tool The 6 Step No BS Sales Process finally a reliable system you can stick with 6 Ways Sales Professionals Sabotage Themselves BS that Sales Managers shovel onto salespeople beware How to switch from One to One to One to Many with Technical Tools 8 Steps to getting past any No How to CREATE TRUST FAST in the trust damaged post recession world

No BS Marketing to Seniors and Leading Edge Boomers Dan S. Kennedy, Chip Kessler, 2012-10-08 Go Where the Money Is BOOMERS SENIORS Hold over 50% of the nation s wealth and more of its discretionary spending 46% have net worths exceeding 2 million Hold 1 out of every 2 available to advertisers marketers merchants and service providers This is not a book about social good or business excellence or broad big sweeping ideas It is a manual about getting money from those who have it and are given reason and their interests met very willing to spend it on just about everything and more of it at higher average prices than any other consumers Covers What leading edge boomers and seniors buy and why they buy it the diversity and amount of their spending will surprise you Opportunities with The Affluent and The Still Working while 10 000 retire every day 72% of boomers plan to keep working past age 65 The power of profiling learn how to sub divide this market develop the profile of your ideal customer within this demographic and use it profitably The New American Family 2 and 3 generations under one roof what does this mean to your business The 10 best advantages of marketing to boomers and seniors and how to leverage

them Capitalize on conditioned behaviors and imbedded commands How to incorporate the power of frame of reference familiarity classic credibility fear and stress reduction aspirations and ambition in your advertising marketing and selling Lessons from and secrets of AARP Disney Playboy psychics and mentalists 7 figure income financial advisors dentists and lawyers the mattress store with prices starting 6X the national price average the J Crew Co Facebook Coke vs Pepsi and others

No B.S. Guide to Maximum Referrals and Customer Retention Dan S. Kennedy, Shaun Buck, 2016-02-22

FACT NOTHING IS COSTLIER OR MORE DIFFICULT THAN GETTING A NEW CUSTOMER Business owners agree The referred customer is far superior to the one brought in by cold advertising Yet most business owners will invest more money to find new customers than getting referrals from current happy customers Millionaire maker Dan S Kennedy and customer retention expert Shaun Buck dare you to stop chasing new customers and keep an iron cage around the ones you already have Kennedy and Buck present a systematic approach to help you keep cultivate and multiply customers so that your entire business grows more valuable and sustainable and you replace income uncertainty with reliable income through retention and referrals Learn how to Apply the 1 best retention strategy hint it s exclusive Catch customers before they leave you Grow each customer s value and have more power in the marketplace Implement the three step customer retention formula Use other people s events to get more referrals Create your own Customer Multiplier System Calculate the math and cost behind customer retention Discover the referral getting sales increasing battle tested tactics designed to help you build a thriving business for the long term

Information Marketing Business Entrepreneur magazine, 2013-04-11

Start Your Own Information Marketing Business 2E A six figure income from information Yes It sounds easy because it is You ve got information that millions of others are looking for and now you can learn how to package price and sell it The experts at Entrepreneur take you step by step jumpstarting your thinking about your area of expertise and showing you how to convert it into a high demand information product Following the example set by today s most successful information marketers you learn the ins and outs of running your own information marketing business using proven strategies and effective marketing techniques Whether looking for a side business or a full time venture information marketing is a flexible lucrative business that you can start any time and everything you need is right here This kit includes Essential industry and business specific startup steps with worksheets calculators checklists and more Entrepreneur Editors Start Your Own Business a guide to starting any business and surviving the first three years Downloadable customizable business letters sales letters and other sample documents Entrepreneur s Small Business Legal Toolkit

No B.S. Guide to Direct Response Social Media Marketing Dan S. Kennedy, Kim Walsh-Phillips, 2015-11-16

To avoid grabbing every business owner he meets by the shoulders and shaking them millionaire maker Dan S Kennedy has joined with marketing strategist Kim Walsh Phillips to help business owners private practice professionals and professional marketers start making dollars and cents of their social media marketing Daring readers to stop accepting non monetizable likes and shares for their investment of time money and energy

Kennedy and Walsh Phillips urge readers to see their social platforms for what they are another channel to reach customers and gain leads and sales for their efforts Illustrated by case studies and examples this No B S guide delivers practical strategies for applying the same direct response marketing rules Kennedy has himself found effective in all other mediums Covers How to stop being a wimp and make the switch from a passive content presence into an active conversion tool How to become a lead magnet by setting up social media profiles that focus on the needs of ideal prospects not the product or service Creating raving fans that create introductions to their networks How to move cold social media traffic into customers The role of paid media and how to leverage social media advertising to drive sales Small Business Sourcebook ,2007-12

No B.S.Trust-Based Marketing Dan S. Kennedy,Matt Zagula,2012-07-10 Authors deliver an eye opening look at the core of all business trust and teach you the secrets to gaining it keeping it and using it to build competitive differentiation create price elasticity attract more affluent clients and inspire referrals You ll get the essential strategies required to build trust in an understandably untrusting world and in turn attract both business and profits **Working Solo Sourcebook** Terri Lonier,1995 The essential resources you need for solo business successThis handy one stop reference is your ticket to more than 1 200 business resources each designed to help make your solo venture a smashing success From professional organizations and government agencies to magazines videos and more it gives you the lowdown on where to turn and whom to ask for expert advice guidance and support This thoroughly revised Second Edition includes a wealth of new material highlighted by expanded listings of Internet resources Web site addresses small business associations and publications as well as top educational opportunities for independent entrepreneurs This invaluable resource will show you how to Master new business skills Access free and low cost services Establish valuable professional contacts Tap into technology resources Locate quality business books and newsletters tapes and networks Track down special supplies Market and advertise effectively Keep your business fresh exciting and profitable Companion to the updated edition of the bestselling Working Solo

The Standard Periodical Directory ,2003 *Newsletters in Print* Gale Group,2002-11-26 With descriptions of more than 12 000 newsletters in 4 000 different subject areas this comprehensive resource is an invaluable research tool

Information Intelligence Online Newsletter Information Intelligence Inc,1986 **Oxbridge Directory of Newsletters** ,2001 Canadian Books in Print ,1999 **Willing's Press Guide** ,2004 Coverage of publications outside the UK and in non English languages expands steadily until in 1991 it occupies enough of the Guide to require publication in parts

Serials in the British Library British Library. Bibliographic Services Division,2005 Black Enterprise ,2004

Automotive News ,2006 Ulrich's International Periodicals Directory Carolyn Farquhar Ulrich,1999 *Willing's Press Guide and Advertisers' Directory and Handbook* ,2004

Unveiling the Energy of Verbal Art: An Mental Sojourn through **No Bs Newsletter Business Ideas Guide Online**

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the contractor is to design and build a project it offers tried and tested wording on which to base a solid contract occasionally
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design and build procurement route this involves appointing a main contractor to design or complete the design of the
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