



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 Tips Online

**Michael Brown**



## **No Bs Newsletter Business Ideas Tips Online:**

*No Bullshit Social Media* Jason Falls,Erik Deckers,2012 The In Your Face Results Focused No Kumbaya Guide to Social Media for Business Detailed techniques for increasing sales profits market share and efficiency Specific solutions for brand building customer service R D and reputation management Facts statistics real world case studies and rock solid metrics

**The Online Entrepreneur Masterclass** Emilie Schrevens-Wester,2023-02-24 Are you tired of seeing others reach the goals you set for yourself Like being your own boss having more financial freedom or even retiring early Are you already aware that providing services and products online is the future of consuming but you don t know where to start In The Online Entrepreneur Masterclass written by online instructor Emilie Schrevens Wester you ll discover the most effective ways to build a profitable internet business learn soft skills and the entrepreneur mindset This comprehensive guide covers all the essential aspects of making money online including choosing the right niche building a website creating content attracting traffic and generating revenue through various monetization strategies The book is divided in three parts The Entrepreneur Mindset Soft Skills and personal development Making money online Whether you re a complete beginner or have some experience in making money online this book will provide you with practical tips tools and resources to help you succeed in the online business world The Online Entrepreneur Masterclass will teach you the following How to identify profitable niches and products to sell online Building your brand website and presence online Project management and making a business plan Presenting your product marketing it and improving it The Blueprint to sell your skills An introduction to the main profitable ways to make money online How to make your life easier as a freelancer working from home The basics of finances e commerce website building and monetization and more With The Online Entrepreneur Masterclass you ll have everything you need to start and grow a successful online business that generates passive income and gives you the freedom to live life on your own terms whatever they may be If your life needs to change but you don t have all the knowledge you need to make a decision this book will definitely help you About the Author Emilie Schrevens Wester is an online instructor and has over 10 000 students around the globe After a few years of focusing on creating online content learning and changing students lives Emilie decided to publish the ultimate online entrepreneurship book to help others reach greatness and financial freedom You can visit Emilie s profiles here <https://www.skillsuccess.com/instructor/894354> <https://www.skillshare.com/en/user/emilywschrevens> <https://www.udemy.com/user/schrevens-emilie> **Commonsense Direct & Digital Marketing** Drayton Bird,2007 Demonstrates how to plan and execute profitable direct marketing campaigns using the media of direct mail internet marketing copywriting and design **No B.S. Grassroots Marketing: Ultimate No Holds Barred Take No Prisoners Guide to Growing Sales and Profits of Local Small Businesses** Dan S. Kennedy,Jeff Slutsky,2012-01-12 Be a Small Business with BIG IMPACT Called the professor of harsh reality Dan S Kennedy joined by local level marketing specialist Jeff Slutsky delivers a hard to swallow truth to local small business owners like you You Are in a Fight for Your Life

As a local small business you're vulnerable to distant online discounters big box retailers and other competition you've got to do more than merely get customers you have to keep them FOR LIFE And you have to win them over where your competition can't at the street level Kennedy and Slutsky present local business owners retailers service providers restaurateurs and professional practice owners with a tactical grassroots marketing plan to help increase customer retention generate greater referrals and build a thriving business for the long term Covers 9 inconvenient truths of grassroots marketing Zero Based Marketing the solution when you figure out traditional and non traditional marketing is failing you How to use the media as an extension of personality and of relationship NOT a substitute for it Why most local marketing programs fail and what you need to do to succeed a 7 Step Plan and tactics On site promotions increase revenue without spending money time or leaving your operation How to use and how to waste dollars on the Internet and other technology PLUS gain access to FREE Glazer Kennedy University Webinar Series FREE Elite Gold Insider's Circle Membership FREE Income Explosion Guide CD FREE Income Explosion FAST START Tele Seminar *Small Business Sourcebook*, 2010 *No B.S. Guide to Direct Response Social Media Marketing* Dan S. Kennedy, Kim Walsh Phillips, 2020-05-19 Everyone's Talking About It But Nobody Knows What They're Talking About Social Media Examiner's 2018 Social Media Marketing Industry Report found that only 10% of respondents strongly agree that they can measure ROI yet half of them will dedicate increased time and money to social media marketing instead of cutting back Millionaire maker Dan S Kennedy joined by marketing strategist Kim Walsh Phillips tells it like it is If you're not focusing on converting traffic into sales you might as well set your money on fire Kennedy and Walsh Phillips open up their playbook and show you how to stop being a social media victim and accepting non monetizable likes and shares as a return on your time money and energy and start using your platform for its true purpose as another channel to reach customers gain leads and make sales Learn how to Turn passive content into an active conversion tool Become a lead magnet with social media profiles that focus on the needs of ideal prospects not the product or service Create raving fans who introduce you to their networks Turn niches into riches laser in on your perfect prospects and ignore the tire kickers Harness the biggest secret in social media offline Discover the principles behind successful marketing campaigns and start making dollars and cents out of your social media strategy 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      **Oxbridge Directory of Newsletters** ,2004      *No B.S. Guide to Marketing to Leading Edge Boomers & Seniors* Dan S. Kennedy,2012-11-01 For the next 20 years roughly 10 000 citizens will hit medicare eligibility each and every day Understanding their attitudes interests spending patterns buying preferences and the emerging opportunities for profiting by targeted development and marketing of products and services to them is vital to the forward thinking entrepreneur and marketing executive There is no product service industry or profession category unaffected by this demographic sea change The leading edge boomer and senior population quietly controls the majority of the discretionary spending and investing capability so this is the roadmap to the money      *Working Solo Sourcebook* Terri Lonier,1995 The essential resources you need for solo business success This 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*      *Business Week* ,2000      *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      **The Working Press of the Nation** ,2000 V 1 Newspaper directory v 2 Magazine directory v 3 TV and radio directory v 4 Feature writer and photographer directory v 5 Internal publications directory      **Encyclopedia of Business Information Sources** Gale Group,2003 Each updated edition identifies nearly 35 000 live print and electronic sources of information listed under more than 1 100 alphabetically arranged subjects industries and business concepts and practices Edited by business information expert James Woy      **Database Search Strategies & Tips** ,1988      **The Standard Periodical Directory** ,2003

**Forbes** Bertie Charles Forbes,2006 This business magazine covers domestic and international business topics Special issues include Annual Report on American Industry Forbes 500 Stock Bargains and Special Report on Multinationals      *HR News* ,2008      **Automotive News** ,2006

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