

Focused Impact's Interview by Norman Williams

By Peter Andersen

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FOCUSED IMPACT <http://www.focusedimpact.com>

The following interview questions were posed to Focused Impact Media by Norman Williams of the Big Money Publishing Newsletter:

1. Can you tell me about your business background? MBA & school of hard knocks.
2. As a person on the Internet, how did you get started?
I was an original 1996-1997 AOL subscriber. AOL showed the world the unlimited possibilities of the net.
3. How long have you been in business online? 3 years
4. What online businesses you are involved with?
Focused Impact Marketing. We specialize in integrated marketing communications and are skilled at optimizing results by coordinating multiple communication channels into a highly focused-impact that enhances brand identity, positioning and market awareness. Simply put, we make all marketing messages point in the same direction. <http://www.focusedimpact.com>
5. How did you learn what it takes to succeed? Persistence. Make a lot of mistakes. Then proceed smarter. You learn by doing.
6. Do you do all of your business online? No. Also have advertised via print, online & radio.
7. What are your biggest gripes about the Internet? None. The internet is a new medium and is still developing. The net is in the storming (i.e., chaos) stage now and its come a long way. Fundamental management concepts state that new projects first must form, storm, norm, then perform... The internet is a great tool. Imagine its focused-impact and effectiveness in the next 5 years.
8. Are there any tips or advice you would like to offer? For new small businesses or aspiring businesses I recommend obtaining a website now. Build a presence, built trust, built credibility. View the web as a strategic tool for the long-term.
9. Do you use any clip art in your publications? No.

10. Are people more interesting than product stories? Sure, if the stories offer easily identifiable principles and lessons.

11. What are your favorite books or computer programs? Business, management, marketing.

The above questions were posed to Focused Impact Media Group by Norman Williams, artist and writer, of Crystal Beach, FL.

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