



NEWSLETTER

The Art of Entrepreneurship

Develop, engineer, apply and integrate complete business solutions.



Uncommon Sense

As you know common sense dictates that before you build a house you must have a foundation. Before you dig footers and lay the concrete, you must have a plan, and hire an architect to complete approved plans.

Building businesses, companies, organizations, management teams and websites are no different.

As a frame of reference you may conceptualize your relationship with GBDS.US as your business/organizational/web architects and engineers.

Core Purpose

Align communications and networking technology to facilitate rapid global development towards raising a critical mass of human consciousness.

Online Links and Resources:

- GBDS.US
- [Ning Network](#)
- [WordPress Blog](#)

Development Services:

- Consultations
- Project Management
- Business and Web Development
- Training

"You can never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

-R. Buckminster Fuller



TIPS FOR SELECTING A DEVELOPER FOR BUSINESS OR WEB

Today, business and web development is a steadily growing industry with diverse sets of tools and platforms for business, web, desktop, mobile, broadcasting, media, networking and marketing applications.

Websites, like cars were a few decades ago, used to be simple and you could tweak and manage them yourself. Not anymore! If



you want a robust engine under the hood of your business website and back-end office, you have to select a developer with the skills, know-how, experience and professional toolbox to develop, deploy and maintain your e-commerce website. This is necessary to decrease expenses and increase the profitability of your enterprise, or you'll be



THE ART OF ENTREPRENEURSHIP

At GBDS.US LLC we offer professional project management for business development.

Our expertise is in comprehending, planning and implementing complex project and business developments that are ultimately successful because of our attention to detail and process.

From a business development and management perspective, this minimizes risk and liabilities for both the client and GBDS.US. This also provides for the practical manageability of the project and empowers the client with a powerful solution for a reasonable cost.

Global Business Development Services LLC offers a full-range of professional project management and business development services from web design and deployments to complete corporate branding, marketing and business plans including e-commerce solutions.

We're especially creative in marketing new business models for the Internet. Call (800) 304-7507 or email us at info@gbds.us for an initial evaluation.



GBDS.US also facilitates training programs in entrepreneurship and leadership.

Essential Business Tools

Imagine your entire business and website managed from one browser window with twelve tabs!

GBDS.US delivers a powerfully integrated web platform with elegant design and high-end functionality to transform your business.

TIPS FOR SELECTING A DEVELOPER FOR BUSINESS OR WEB



left in the dust of your competitors.

Selecting a developer for your start-up company, entrepreneurial or enterprise operation is riddled with challenges. Here's a few tips.

Helpful Tips

First, look for a developer with state-of-the-art knowledge of current technology on the Internet. New innovations, tools

and platforms are breaking daily and to stay ahead of the curve requires current information and the application of best-of-breed tools. Your platform of choice must either have lasting value for the next three to five years, or be able to change easily from one platform to another.

Second, look for a developer with knowledge and experience in business development and marketing so your website will be optimized to reach your particular market.

Third, look for a developer who will demystify and make simple the process of content management and web maintenance so you can focus on your business not tweaking your website.

Fourth, look for a developer who helps you decrease expenses and increase your profits, who takes your business as seriously as you do and supports you with end-to-end solutions.

GBDS.US offers professional web development with all the above attributes. We will give you an honest analysis about the best solutions for your particular business.

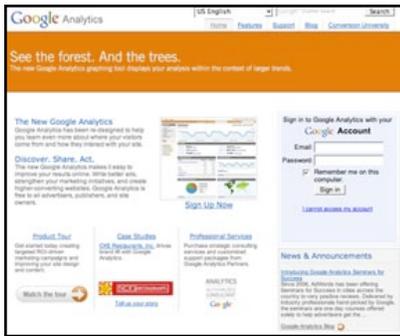
- A "pay-as-you-grow" software subscription service - no need to buy a per-seat license or monthly maintenance contract

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GBDS.US



THE ART OF ENTREPRENEURSHIP



Google Analytics: Site statistics. Google ADWords & ADSense: Marketing tools for your business.

Content-rich, dynamic and exciting websites are essential these days to engage your customer and create a memorable user experience. This is what keeps your customers and prospects coming back and bringing their friends!

The most effective marketing and web tool for most companies is not having a static website and spending money on traditional advertising and methods, but a dynamic, database-driven web enterprise solution fully integrated with front-end commerce, back-end office systems and accounting, and effective project and sales contact management tools.

Essential Web Tools

Imagine powerful website features, modules and content integrated with

an adaptable design!

GBDS.US affordably and competently brings best-of-breed web, marketing and business tools to clients who are motivated to get their message out to customers over the Internet.

Our Value Proposition

Because we've identified, developed and integrated new web deployment standards and best practices, we can build and deploy a beautiful and fully-functional website in less time at a fraction of the cost than any of our competitors.

Because our business is scaleable, we can service your needs quickly and effectively.

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BUSINESS DEVELOPMENT AS MARKETING

Marketing Plans

A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. It can cover one year (referred to as an annual marketing plan), or cover up to 5 years.

A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.

- Marketing plan includes brand positioning, leveraging of resources and ability to scale the enterprise.
• Marketing plan includes utilizing current industry contacts and prospects for web deployment and emailing each with an announcement, introduction, tour and invitation to a presentation.
• Marketing plan includes email capture incentives (e.g., free newsletter, downloads), broadcast email and news to build prospect base and unique website viewers, affiliate programs (e.g., discounts, referrals or credits; LinkShare www.linkshare.com), banner ads and sponsors, reciprocal links and search engine optimization and collaborative marketing efforts (e.g. Daily Om www.dailyom.com, Conscious One, Pass Along Networks, Daily Bite) with groups that have huge email lists.
• Marketing plan include Channel Marketing via EQ.TV and Waking Giant, viral marketing through blogs (e.g., WordPress) and video aggregators (e.g., YouTube).
• Marketing plan includes Google ADWords and ADSense

Marketing Plan Template

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THE ART OF ENTREPRENEURSHIP

Our best-of-class, yet elegant tools are simple and easy to learn and use. Each dollar invested with GBSD.US provides a 3x, 5x, or 10x ROI (i.e., return on investment). Your company will increase revenue through better efficiencies and e-commerce, decrease expenses, and improve communications. We deliver complete project management from concept to finish with training, support and service.

Invitation to Presentation

If this is of interest please reply by email to info@gbds.us or phone (800) 304-7507, and we'll forward you an invitation to our next audio/video presentation and demonstration online, by phone or in our offices.

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BUSINESS DEVELOPMENT AS MARKETING

Marketing Campaigns

Marketing campaigns focus on person-to-person and social networks via the Internet (e.g., Ning, FaceBook and MySpace), experiential marketing (e.g., Pacific Domes) and cause marketing (e.g, Ben & Jerry's) at trade shows, festivals and concerts and community events.

Marketing campaigns include limited use of traditional print advertising, direct mail, flyers and telemarketing except where clear

markets and customers are identified.

Here's a few vertical/niche markets we've identified for our business.

- Start-ups, entrepreneurs and enterprises
- Business consulting, coaching and services
- Web designers and developers
- Schools, educators and trainers
- Publishing and content management
- Film producers and record companies
- Digital distribution and marketing
- Live webcasts for events, concerts and seminars
- Internet broadcasting
- Manufacturing and bamboo construction
- Renewable energy and "green" building
- Health and wellness professionals
- Musicians, nightclubs, dance studios and performing artists
- Foundations, non-profits and community organizations

Resources

- [Google AdWords](#)
- [Google AdSense](#)
- [MarketingMO](#)
- [Quantcast](#)

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TIPS FOR SELECTING A DEVELOPER FOR BUSINESS OR WEB

- Benefit from the economies of scale that come from purchasing "software as a service"
- Excellent customer service continually improving and upgrading our service
- Access to the latest e-commerce marketing tools from any web-connected browser
- No need to manage servers, software upgrades, versions or hosting resources

Resources

- [Accrisoft](#)

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Events Calendar

August 1st, 2008

Web 2.0 Marketing Strategies for Your Business (12 PM - 1 PM) in Ashland, Oregon or Live Webcast
Cost: Free

September 6th, 2008

The Art of Entrepreneurship (10 AM - 6 PM) in Ashland, Oregon or Live Webcast
Cost: \$95.00
[Seminar Agenda:](#)

October 4th, 2008

Leadership of the Future (10 AM - 6 PM) in Ashland, Oregon or Live Webcast
Cost: \$195.00



Prosperity Consciousness

Excerpted from the success education audio course.

Managing Your Relationship with Money

What I'm going to say to you in the next few minutes is intended to allow a shift in the way you have managed your relationship with money, and with the world through the use of that money. Beliefs and habits acquired while growing up often become limitations as times change. This course asks that you re-consider everything you have been taught in life up until now and decide if your beliefs are consistent with your goals.

Beliefs Are Consistent With Your Goals

Imagine a person trying to get out of a room. You need to know where the door is, and have a key to open it; otherwise you are imprisoned. If you want to go somewhere new, you may try to break out, perhaps with a lot of force and noise. It is much more effective to get the key or the combination, open the lock, and suddenly you are out! Your freedom to move and choose is easily realized when you have the keys.

Scarcity or Abundance?

Your money consciousness is defined by whether you feel confined or you feel free. Either you think you live in a universe where there is never enough, or you live in a universe where there is abundance. In prosperity consciousness you live in a relaxed way: there is no pressure because you see an abundance of things to have, to do and to be as well as the

time in which to experience them. Thus there is ease in choosing your actions. In poverty consciousness you are always under pressure. You feel you have to make continuous sacrifices. If you do one thing, you worry you will lose another as a result.

So it is really your relationship with the universe that is being considered. The question is how to get from confinement to freedom. What I want to do now is show you how to find the keys.

When it comes to understanding the way the mind works with money, the principles are simple. Understanding and integrating these principles, however, usually requires a lot of experience.

The Pig Analogy

Recently, at a friend's house, I saw an interesting object on a table. It looked like a covered bowl, shaped like the popular image of a "flying saucer," with a mirror in the center at the top. On this mirror there stood a small toy model of a pig. Next to the bowl was a sign, which said, "TOUCH THE PIG." I was hesitant, thinking it was some kind of booby trap.

Which in fact it was, but not the kind I expected. When I finally put my hand out, it went right through the pig, which wasn't really there. It was simply a very convincing "hologram" of a pig, a play of light that was very realistic and totally misleading!

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Audio Courses

[The Principles of Economic Circulation](#)

Cost: Free

[Prosperity Consciousness](#)

Cost: Free

[Communications](#)

Cost: Free

[Principles of Networking](#)

Cost: Free

[Whole Systems](#)

Cost: Free

[Holodynamics](#)

Cost: Free

[What Does Success Mean to You?](#)

Cost: Free

Seminars

[The Art of Entrepreneurship](#)

Date: September 6th, 2008

Location: Ashland, Oregon or Live

Webcast

Cost: \$95

Developers and Project Managers



JOHN DAVID VAN HOVE

Marketing and sales director, project manager, strategic planner and consultant

educator, researcher and specialist in new paradigm business development.

RAYMOND BROWN

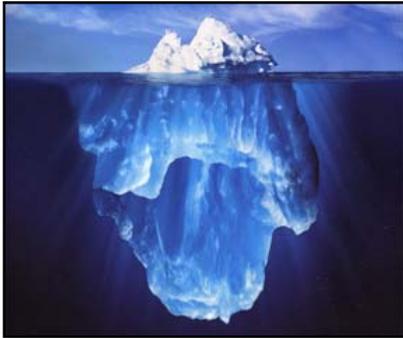


IT and project manager for development teams, maintains organization, accounting and finances, and

facilitates leadership in the application of technology.



The Art of Entrepreneurship



What we can easily see is only a small percentage of what is possible.

Imagination is having the vision to see what is just below the surface; to picture that which is essential, but invisible to the eye.

With John David Van Hove and Raymond Brown

Here's a seminar offered by one of the great educators of our time, a true renaissance man with a vision to match his background and skills in business and entrepreneurship.

As said by some of the great teachers, we've all got blind-spots, places we cannot see. *"It's what you don't know you don't know that can keep you from manifesting your dreams."*



As R. Buckminster Fuller said, *"You've got exactly twelve seconds to manifest an idea before it slips back into dreamland."*

So don't fall prey to these traps when you're planning or dreaming about starting a new business or project whether for profit or a humanitarian effort. Explore what's possible in this one-day live seminar or webcast upcoming in Ashland, Oregon.

Events Calendar

September 6th, 2008

The Art of Entrepreneurship (10 AM - 6 PM) in Ashland, Oregon

Cost: \$95.00

GBDS.US

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