



**Bill Bradley, Principal
Bottom Line Communications**

Welcome to the debut of *Got PR?*, a monthly newsletter from Bottom Line Communications (BLC).

After some 25 years in corporate and agency public relations and publishing, I started BLC in 2001 as a public relations and marketing consultancy serving technology companies and those in other industries.

"Public relations" means different things to different people. But most agree that you either "get" PR or you don't. I'm here to tell you that those who "do" overwhelmingly outperform those who "don't" in the marketplace. So just by receiving this newsletter, you've "Got PR."

PR is important in all relationships, not just in business. Don't you think China has a PR challenge? First it was pet food that sickened dogs and cats. Then came warnings about toothpaste, toy trains, car tires and several types of fish – all made in that country. China's continued silence on this front not only threatens its export business, but global relations on all levels. Not exactly the build-up they want for the 2008 Beijing Olympic Games.

The large layoff announced last month by Boston Scientific seems tame by comparison, but the company's brand still needs sound PR execution to weather the storm.

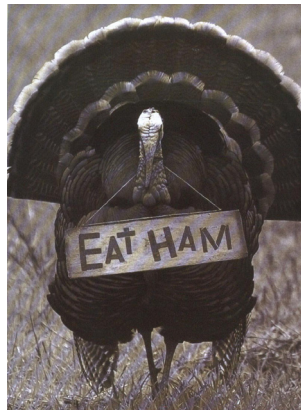
So you see, no matter where you turn, it's all about "Got PR"? I look forward to sending you future issues, hearing your feedback and getting to know you better.

Where are you on the road to market leadership?

With very few exceptions, successful companies do not emerge overnight. It takes time to establish your business and grow your customer base. Yet companies we've never heard of claim to be a "market leader" in their particular field. Amazing, isn't it?

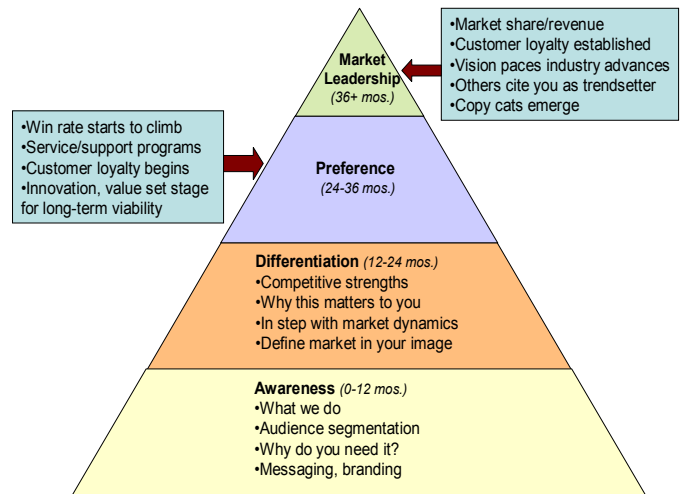
Also, with very few exceptions, companies don't become successful by chance or accident. That's why I'm constantly surprised at how many companies, especially in technology markets, fail to manage their market *positioning* – not just marketing in general – with the same sense of urgency as they do engineering, sales, finance and other aspects of their business.

To address this problem, I've developed a **Market Positioning Pyramid**, shown here, that suggests a progression from awareness to market leadership, and approximate time frames that apply to each stage of market positioning.



**You can fool some of the people
some of the time...**(photo courtesy of Glazer-Kennedy Inner Circle).

The Market Positioning Pyramid



Property of Bottom Line Communications. All rights reserved.

The bullets in each layer of the pyramid, read from top to bottom, define specific messaging for each layer.

The pyramid shape is proportional to the relative number of companies found at each level.

Only a few make it to the top.

In successive issues of *Got PR?*, I'll talk about each level of the pyramid. For now, why not try on the Market Positioning Pyramid and see how it fits?

Seasonal Adjusted Disorder?

What would I do if I had a turkey (a real one) as a client this time of year?

Assuming the business objective is survival, I'd suggest people consider an alternative main course for Thanksgiving.

My hypothetical client, pictured here, has the right idea, but there are issues with the other entrée too, which are bound to prompt an angry outcry from

the porcine community. This will get ugly...so my client is in for a fight for survival regardless.

There are times you just have to accept that it's hard to change long-held perceptions. So I'd advise this client to keep a low profile and stay away from sharp objects. But for everyone else...

**HAPPY
THANKSGIVING!**



eG Innovations, Inc. (www.eginnovations.com) is a global provider of business service monitoring and triage solutions for IT infrastructures.

By ensuring high availability and optimum performance of mission-critical business services, eG Innovations' solutions help enhance customers' competitive positioning, lower operational costs and optimize the performance of their infrastructures.

The company has customers in 14 countries, including organizations of all sizes in government, banking/finance, telecom, healthcare, manufacturing and service industries.

Client Spotlight

September was an important month for eG Innovations, Inc. The company unveiled its first product aimed at the red hot server virtualization market, and BLC helped make sure the industry took notice.

eG announced the eG VM Monitor™ on Sept. 10, and showcased the product before more than 10,000 attendees at VMworld later that week. But by that time, the media had already broken the news. BLC had arranged press briefings in advance that led to print and/or online coverage in time for VMworld in leading trade publications like eWeek, Network World, Network Computing, Computerworld and Enterprise Systems.

BLC also scheduled briefings with top industry analyst firms. These thought leaders frequently speak with the press and, more importantly, advise enterprise buyers on which vendors may have the right solution for them.

eG already has spoken with Gartner, IDC, Enterprise Management Associates, the451 and Ptak, Noel & Associates. Additional briefings are being scheduled with Yankee Group and Forrester Research.

This press and analyst activity promotes awareness and differentiation for eG. These are the foundation of the Market Positioning Pyramid, helping to establish credibility and build preference that generate sales

leads and closes business.

The eG VM Monitor is a comprehensive solution for monitoring and managing all aspects of virtual hosts and guests, supporting server and desktop applications.

The product includes patent-pending technology, and is part of the company's flagship eG Enterprise Suite™.

For further information, visit <http://www.eginnovations.com/web/vmware.htm>.

How Can I Help You? *(Hint: mention this article and I'll give YOU a FREE 30 minute phone consultation!)*

BLC is a full-service public relations and marketing communications consultancy. Here are some of the services provided. How can I help you?

1. Devise a communications strategy and tactical plan based on meeting your unique business goals. This effort helps to build awareness and creates a clear competitive advantage.
2. Publicize newsworthy aspects of your business to drive media coverage and increase web traffic.

3. Manage your entire media and/or analyst relations program to establish or reinforce corporate and brand identity. This includes crisis communications actions when issues arise.

4. Establish your thought leadership and subject matter expertise by writing white papers and by-lined articles advancing specific points of view that reach your key customers, prospects and market influencers. I can adapt this material to secure speaker opportunities for

you at industry conferences, professional associations and other venues that also attract your targeted customers and prospects.

5. Prepare website text, design and navigation, including Web 2.0 techniques. I'm a creative resource, not a web developer or programmer!

6. If you don't see it here, just ask!

Remember, mention this article to get your free 30-minute phone call. Ask questions or solve problems about your company's biggest concerns with PR.

Here's how to contact me.

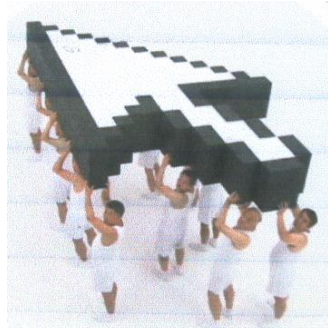
- Web: www.bottomlinecomm.biz
- Phone 978/692-7422
- Fax 978/692-4654
- Email: bill@bottomlinecomm.biz

Laugh Track



Have you ever wondered how the cursor arrow on your computer screen works when you move the mouse?

The Japanese have finally revealed this mystery. Shown to the right, through the miracle of technology and aided by a magnifying lens, the mechanism becomes apparent.



To see it in action, type this link into your browser:

<http://www.1-click.jp/award.swf>

The image may take a moment or two to download. When it appears, slowly move your cursor over the light gray circle and you will see how the magic works.