

*Entrepreneurial marketing
for business growth*

get noticed


Marketing

Public Relations

Entrepreneur Advisory Services™

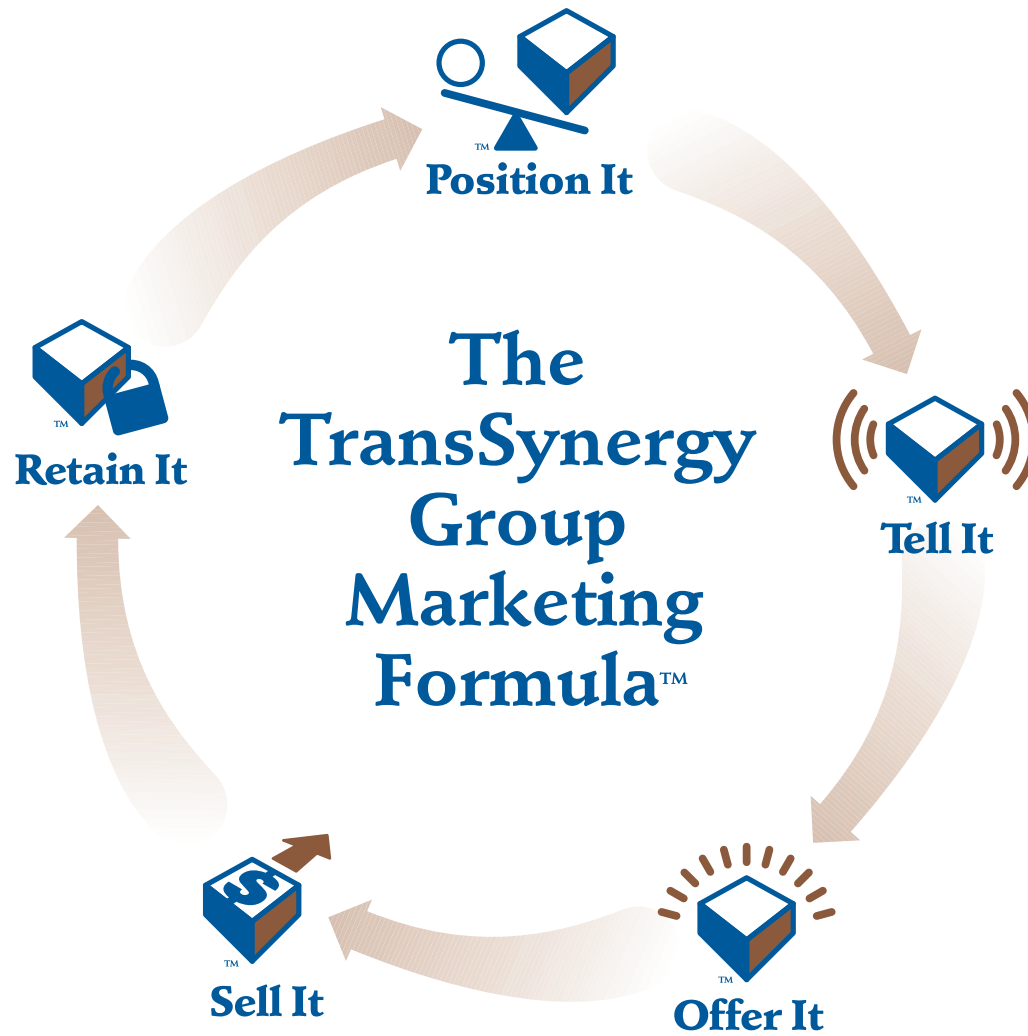
get growing

The
TransSynergy
Group



“Business growth starts with a passionate heart and a clear purpose — the desire to connect with others, demonstrate goodwill, exemplify integrity and pursue quality. If you concentrate on your passion and your purpose, you’ll deliver more than your customers will ever expect.”

Donna Hegdahl
Founder & CEO
The TransSynergy Group



Marketing doesn't have to be a mystery. Or cost a fortune. It can be easy, affordable and even fun. That's why I created The TransSynergy Group.



I knew that if businesses could experience a results-oriented, “back-to-basics” approach to marketing, they would be customers for life. And it's worked. Whether we're mentoring a business

owner through marketing principles, or helping one of the nation's largest public companies launch a new product, the same rules apply. We deliver results

that grow your business. Beyond that, what else matters? Let us show you how

we can make a difference for you. — Donna Hegdahl, Founder & CEO

Public Relations

Marketing Services

Marketing
Services

Public
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Entrepreneur
Advisory Services

TransSynergy helps organizations maximize their growth with three core services.

When it's time to grow your business, it's time for TransSynergy.

Change is inevitable. Growth is intentional. The TransSynergy Group keeps your business pushing ahead and moving up with plans, processes and people that effect change and focus on results.

“TransSynergy works closely with the client to ensure that a partnership is formed and that the mission is clearly defined. From this information they move quickly to assess the current situation and then they focus on the biggest challenges/opportunities. They are marketing professionals that feel ownership and accountabilities in partnership with their clients. Everyone wins with the TransSynergy partnership.”

Roger Heuring
Channel Marketing Group
Verizon





Marketing Services



Marketing Services

Reliable expertise, projects and programs

Fresh perspective. Specialized skills. Fast turnaround. Or just getting it done. TransSynergy customers have hundreds of reasons why they choose TransSynergy. Again and again. They gain the expertise, excellence and results they expect.

TransSynergy's marketing services are diverse and tailored to each organization's specific needs. Services vary from **"go to market" strategies** and **national product roll-outs** to **contact center support** and serving as an organization's **complete marketing department**. No matter the project or the program, TransSynergy has the team to take it on.

*"TransSynergy continues to help us maintain
a strong presence in the marketplace
with a PR team that thinks out of the box,
gets us quality media coverage and
consistently delivers tangible results."*

Andrew Levi
CEO & President
Aztec Systems



Public Relations

Engage your audiences, increase awareness

Every organization has important people it wishes to influence — customers, prospects, shareholders, employees, suppliers, legislators, investors, analysts, the media, community activists and more.

Public relations helps organizations **engage key audiences** in order to inform, educate and persuade. It is focused on **building and growing awareness**. With a clear, consistent presence among your most important constituents, you become top of mind.

Why Public Relations?

- Gain market presence, build market share and increase sales
- Build a corporate identity and brand
- Introduce products and services to the marketplace
- Be prepared when crises or disasters strike
- Build employee morale, increase retention and advance recruitment efforts

"The TransSynergy Group has helped develop a consistency of marketing efforts. We know the right things to do, but we seem to get side-tracked with operational issues. TransSynergy keeps marketing in the forefront of the firm. Consistency has delivered superb results."

Jay Schlichting
CEO
The Schlichting Group

"The TransSynergy Group helped us develop a marketing program tailored to our organization. To my delight it transformed how I think about my company. I wish I'd done this ten years ago!"

Glenn Straus
CEO & President
Straus & Company



Entrepreneur Advisory Services™

Making it EASy: Entrepreneur Advisory Services

TransSynergy's Entrepreneur Advisory Services (EAS) provide the head start, tips and techniques for entrepreneurial marketing. The heart of the EAS is to deliver practical **hands-on knowledge** that business professionals can immediately implement. TransSynergy's vision is to sharpen the marketing edge of entrepreneurs.

The Marketing Advisory Board, planning sessions, or workshops all make marketing a **cost-effective** option.

About Us

Formed in 1995, The TransSynergy Group expands the boundaries of traditional marketing by delivering a diverse collection of customer-centric projects and programs, including entrepreneurial workshops, marketing services and public relations.

TransSynergy has created The Marketing Formula, a “back-to-basics” approach that demonstrates how practical, affordable, systematic and successful marketing can be.

TransSynergy is a certified woman-owned business serving more than 200 clients.



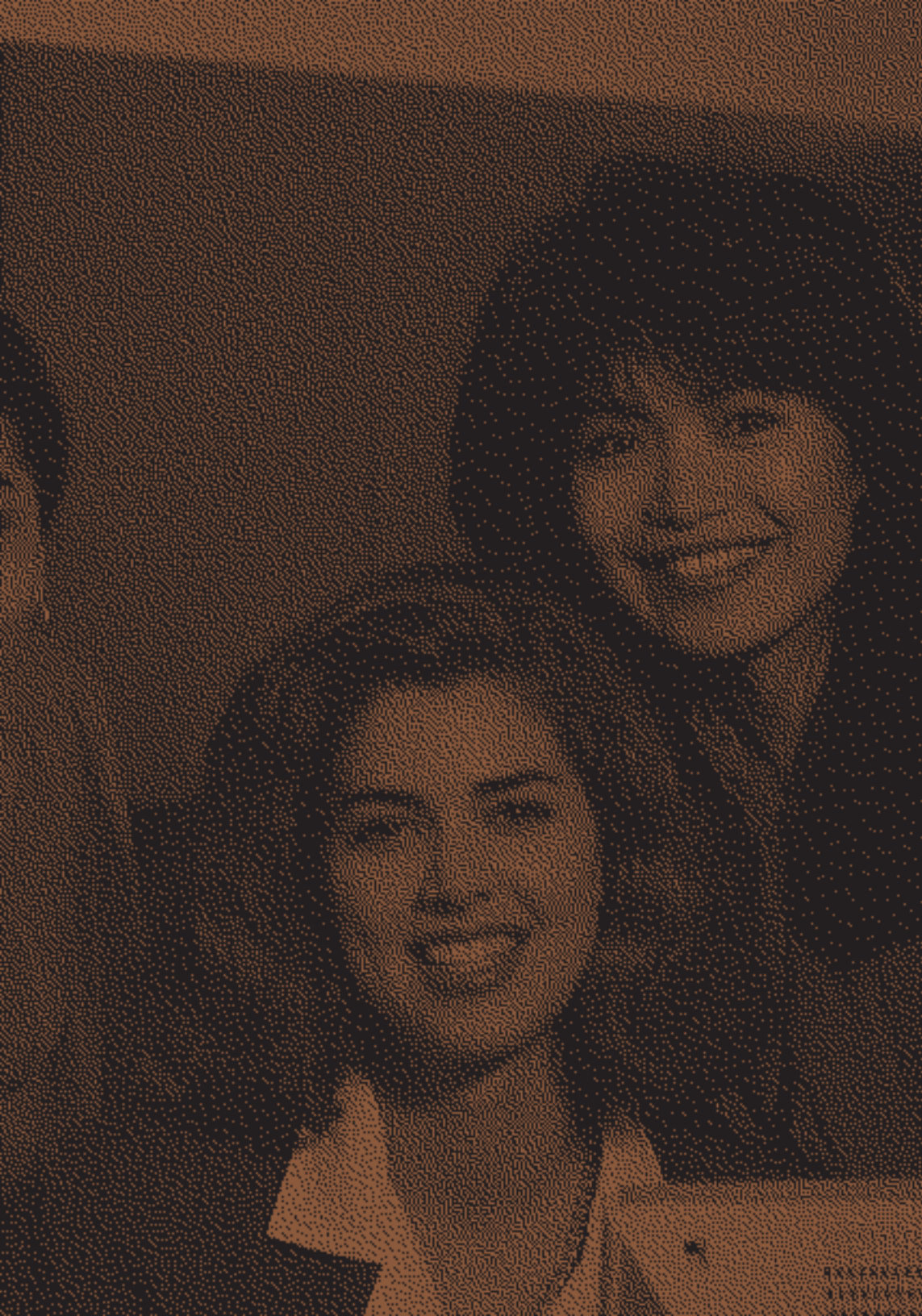
Based in Dallas, TransSynergy works with small, mid-sized and large companies, both private and public, as well as nonprofits.

About Our Name

What is TransSynergy and why the name? In forming the company, founder Donna Hegdahl sought a name that showcased her vision for the company.

She discovered that “Trans” means “a passage” or “above and beyond.” She also preferred the word, “Synergy,” which means “the whole is greater than the sum of the parts.”

In her mind, that offered the perfect union — a company that offered a passage through the unknown for entrepreneurs, and that made sure the results were greater than expected. Voila! The TransSynergy Group was born.





*because
even the
BEST products
and services
don't sell
themselves*

The TransSynergy Group

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