



CREATIVE
CONNECTOR

Connector ♦ Rainmaker ♦ Dealmaker



Creative Connector is a full-service strategic business development company exclusively focused on helping our clients generate new business resulting in increased sales and revenue for business, civic, and philanthropic leaders.

"Connecting People to People and Ideas to Results"

We are the one point of contact and conduit to a team of strategic associates. We conduct in-depth research and analysis to understand your business and offer customized development support to help you get to the next-level, tipping point of success. Our services include:

Help Organizations Identify

- Current situation
- Business priorities and timeline for addressing those priorities
- Company story and value proposition
- Ideal customer and best referral to develop, reach, retain
- Brand (your "big idea"), unique selling proposition (USP) and strategic objectives
- How to differentiate your organization in the mind of your customer
- Ways to keep your employees involved in your marketing efforts through sales and training

Warm Referrals

- Targeting, qualifying, and prospecting for new business
- Building partnerships and alliances – strategic connecting through memberships in industry, trade, and non-profit associations

Partnership Marketing/Sponsorship Sales

- Identify funding support through purchasing patterns and relationships with your key suppliers, partners, and donors
- Develop and execute a plan that tells your selected partners where you have been, where you are, and where you are going
- Create a campaign that has strength in numbers and allows you to achieve results that you could not accomplish on your own

Message/Marketing Plan

- Determine what you want your targeted customers to do when they see, read and hear about you
- Recommend which media or channels will work best for your product or service; social media, website, print, direct mail, broadcast
- Create integrated marketing and sales program and annual budgets
- Develop and implement special events and trade shows

Creative Assistance

- Find the best source for you to produce all the pieces you need for your campaign
- Social media, website design and development, SEO, broadcast, print, direct mail
- Corporate videos, sales presentations and web streaming

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Deborah is... organized and detailed while also able to see the “big picture.” That’s a rare combination.

Jeff Chernoff, BCN

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Learn more about the value Creative Connector can bring to you and your organization.

404-630-5535 ♦ deborah@creativeconnector.com ♦ www.creativeconnector.com
www.linkedin.com/in/deborahschwartzgriffin ♦ www.facebook.com/CreativeConnectorDSG

DSG & Associates LLC dba as Creative Connector

About Deborah Schwartz Griffin

Do you want to grow your business and generate more revenue? The successful entrepreneur and business leader seeks wisdom from an established professional who specializes in strategic business development. It's essential that you secure a respected leader — an industry expert who is well connected in the wider business community.

"I've had the pleasure of knowing Deborah since 2004 when she worked for the Georgia Restaurant Association as director of membership. Her tireless commitment resulted in significant growth for the GRA. Deborah is sincere in helping and serving and 'connecting the dots.' I have no doubt she could do the same for your organization."

George McKerrow, CEO
Ted's Montana Grill

"Deborah is the real deal. She's a natural leader and excellent communicator. Organized and detailed while also able to see 'the big picture.' That's a rare combination. As BCN's executive vice president, she has attracted so many successful professionals who generously share their strategies with other members. Whether it's through her extensive charitable work or her coaching practice, Deborah is passionately committed to helping people succeed."

Jeff Chernoff, Founder
Business Community Network

"It was a good day in 2005 when I met Deborah. I had joined the Georgia Restaurant Association and she was VP of membership. Because of her dedication and tenacity during the six years she was there, she helped grow GRA from about a dozen members from the Atlanta area to a diverse, statewide group of restaurant independents, multi-unit chains, franchisees and franchisors. Deborah is the ultimate closer. She's energetic and fueled by helping others. I am always impressed by how loyal she is to her friends and grateful to be one of them."

Bobby Donlan, Managing Partner
New York Prime Steakhouse

"I tend to view every professional I meet through the lens of the Turknett Leadership Character Model. When it comes to respect, responsibility and integrity, Deborah Schwartz Griffin shines! I've known Deborah for more than two decades. She's a trusted ally in matters of business development and relationship building. Deborah balances respect in all her relationships with helping her clients get the results they desire. Clearly, no one is better at follow through on specific objectives and commitments."

Susan Hitchcock, Advisory Board Member
Turknett Leadership Group

"Deborah is amazing! My partner and I started ProComm Advisors in 2008 and slowly grew it through referrals. Once we hired Deborah, our company took off. She has opened so many doors to true decisionmakers. People like and trust her. Deborah encouraged us to reduce our offerings to IT support, cloud services and phone systems, and change our name to better communicate our value as the company with the technology to help businesses do their job better. Hard-working, laser-focused and honest, she's like the pilot of our ship guiding us into the harbor. This is a great partnership."

Mike Feeley, Co-owner,
ProComm Total Office

"One of the many reasons I am impressed with Deborah is her ability to take complex ideas and make them understandable and relevant. That's what she often does to help her clients grow. Deborah is an authentic, articulate and knowledgeable advocate who works hard to make meaningful connections that benefit everyone."

Lyn Turknett, Co-Founder
Turknett Leadership Group

"Our business was poised for growth and needed a hands-on, process-oriented professional to help us meet more potential clients and partners. That's why we hired Deborah. She implemented sales and networking procedures that significantly strengthened our overall presence in the Atlanta market. Because of her desire to learn new ideas and processes, she made significant improvements to our culture while adding to her own unique style. Deborah is a great motivator and mentor. Our employees were always inspired and prepared to meet new challenges because of her."

Dr. Cale Robert Hall, CEO/ President
Creative Approach

"My mentor, so supportive in all I do. When we met back in 2010 through the Georgia Restaurant Association, she took me under her wing and introduced me to so many business owners and influential people. Since then, she's invited hundreds of her clients and colleagues to dine with her at my restaurant and many have become regular customers. Watching how she builds authentic professional and personal relationships has inspired me to do the same. I appreciate her so much."

Sachi Nakato Takahara, General Manager and Owner
Nakato Japanese Restaurant

"Deborah is a true professional. She will treat you with the most personalized attention and consider every detail. Your success is her greatest pride."

Linda Klein,
Senior Managing Shareholder at Baker Donelson
Past President of the American Bar Association

" I hit the jackpot working with Deborah! Deborah has strategically introduced me to ideal clients who are valuable centers of influence. That's resulted in potentially hundreds of thousands of dollars in revenue.

Marc Lewyn, SVP, Financial Advisor
Wealth Enhancement Group

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