



STERLING LIGHTING

Volume 6

Our Mission

If purpose is your business' "Why," then mission is its "How."

As you may recall from our last issue, purpose sets your business' direction. It is the driving force behind some of the most important decisions you'll make as a business owner. However, purpose is not something that can be fulfilled or accomplished. That is why discovering purpose is only the first step. Next, you must craft your company's mission statement.

Think of purpose as a cardinal direction, such as "West." You can travel west for an eternity, but it is not a final destination. What measures your success and your impact is not reaching your purpose. Instead, it is the pace at which you travel. Just as you can travel toward West at 1 MPH or 1,000 MPH, your business can move towards its purpose at a slow or fast pace. Mission is what you use to measure how well

you are moving toward your purpose. For example, let's say your purpose statement is, "We will dazzle our customers with outstanding lighting designs." Although you have a lot of leeway with that purpose statement, it sets confines and kickstarts discussion about how well you're doing. Although you're moving toward your purpose if you work all year and end up dazzling two of your customers, your business won't be around for long at that pace.



You want your mission to stretch you. This is where your BHAG comes into play. Your Big Hairy Audacious Goal should be something that's achievable, but

also challenges you to work harder and smarter to obtain it. It could include a dollar amount ("Our mission for 2018 is to make \$1,000,000 in sales"). It could include a number of installations ("Our mission for 2018 is to complete 300 installations"). There are so many possibilities, but it's up to you to figure out what's

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right for your company.

Once you have your mission set, you are better equipped to plan out the steps to achieve it. In order to fulfill your mission, you may need to hire more technicians, buy a new truck, or launch a new marketing campaign. After you've come up with three or four actionable steps, you're on your way to effectively completing your mission and pursuing your purpose.

There may be bumps along the way, but when you set goals and you have a clear idea of where you're going with your business, you'll be able to achieve more.

Damien Sanchez - Co Owner

Newest Innovation: Bollard Light

Sterling Lighting is excited to announce our latest fixture design, the Bollard Light!

This fully dedicated fixture has all the power of our SL07 Path Light in the simple, elegant style of a bollard light. Illuminate paths, driveways, garden beds, and more! To see our new bollard light in action, visit our website at sterling-lighting.com!

Specs:

Watt: 4.2W

Wire Lead: 10' 18AWG

Color Temperature: 3000K

Operating Voltage: 9 -15 volt range

Lumen Output: 450 LM



Light Travels - Visiting Florida



Left: Tim Salopek speaks to a couple of his employees, Middle: A lizard sunbathes on our SL04, Right: The Illumination FL crew.

In the last issue, I mentioned that Bryan, our Marketing Director and videographer, joined me on a trip to Florida this May to visit a couple of our customers. Our second customer we met up with was Tim Salopek, the owner of Illumination FL. His company is doing some beautiful design work down there, and we're excited to be able to share even more pictures and video from our trip.

Be sure to check out sterling-lighting.com as well as our YouTube channel to see the videos Bryan filmed while we were down in Florida. We love finding new and exciting ways to help your business thrive, and we hope these videos are just the first of many we're able to film for our customers.

Jim Heim - General Manager

Challenges: Marketing

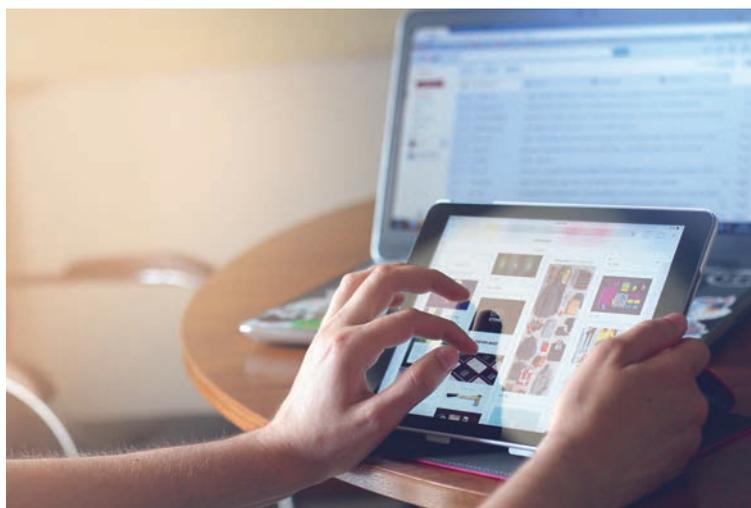
Very few businesses can succeed (and remain successful) on word of mouth alone, which is why marketing is so important. For small businesses, it is especially important to use your marketing to raise brand awareness and to help you compete against other companies offering similar services. Marketing is essential to growing your business. But where do you begin?

While marketing may seem like a huge—and expensive—task, once you have a plan in place, it becomes much more manageable. A marketing plan is the key to marketing success, and it all starts with establishing a budget.

If you want to see growth in your business, you should plan on budgeting at least 10% of your annual sales on marketing. Some businesses will set aside up to 20% of the annual sales for marketing, but 10% is a good amount when you're just getting started. Once you have a budget in place, you can start setting goals and dates.

In marketing, timing is everything. Early spring is very effective because homeowners make purchasing decisions based on their income flow and cash availability. In the early spring, many homeowners will be getting tax returns back, which frees them up to spend a little extra on things like outdoor lighting.

Deciding what types of marketing you want to pursue is also important. Although we now live in an age of technology, direct mail is still one of the most effective tools for B2C marketing. According to the Data and Marketing Association, from 2015 to 2016, direct mail customer response rates increased by 43% and overall prospect response rates increased 190%.



Because we've seen for ourselves how effective direct mail marketing is, we created Sterling Storefront to help you launch your own direct mail campaign, providing you all the resources you need to get started, including a library of high-quality, professional photos.

Incorporating social media into your marketing is another way to reach thousands of potential customers simply and effectively. One of the reasons social media is such a popular way to market is the ease in which you can interact directly with your customers and target potential new clients.

Video is another effective tool to use on your social media platforms, emails, and website. In a survey of consumers by Animoto, 56% of those surveyed said that if a company has a website, it should have a video. And, in fact, if a company did not have a video, a quarter of those surveyed said they lost interest. Visual content, especially video, should not be overlooked when considering how best to market your services to your customers.

Finally, and this may be the most important thing yet, stick with it. I've seen so many lighting professionals start marketing their company and then drop it when they get busy. If you want to see your marketing pay off, don't stop just because other things pull your attention away. Marketing is too important for you to put it off or quit.

Jim Heim - General Manager



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STERLING  LIGHTING

Call us at

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Visit us online at

www.sterling-lighting.com

Announcing the Photo Contest Winner!

Congratulations to JJ Parks of Radiant Exterior Lighting!

JJ's submission received high marks from our panel of judges for lighting design and photography composition. JJ's photo also performed well on social media, bringing in 47 likes across all platforms.

From a design standpoint, the light source is hidden and the light is very even side-to-side. It showcases the different textures of the architecture, especially the stonework on the home's facade. The lighting also brings out the entrance of the home, making it stand out and adding curb appeal to the property.



The winning entry!