



Solari: Simple, Clear Communication

Create a profitable return on your communication investment

YOUR INVESTMENT IN COMMUNICATION MUST attain a profitable return. At Solari, we understand this. We capitalize on the often overlooked yet vital role that simple, clear communication plays in your company's success.

The world is complicated and cluttered. Simple, clear communication cuts through the daily deluge and ensures your audience comprehends. Incorporating humanity in your communication fosters a bond between you and your audience.

Your communication is then received as intended; you attain the results you want:

increased sales, market-share, and profitability.

Our work for you embodies our fundamental principles of simple, clear communication:

- ◆ Enlighten: cohesive communication
- ◆ Convince: a step past persuasion
- ◆ Motivate: growth through passion
- ◆ Align: the potency of total focus

This process enables you to gain an in-depth command of your own communication: solidifying relationships, attaining your company's goals, and enhancing your financial position. Simple, clear communication with a purpose elicits a profitable return on your investment.

PRINCIPLE

WHAT WE DO AND HOW YOU BENEFIT

Enlighten

Cohesive communication

We ensure that your communication enlightens your audience.

Companies change and grow over time. To keep up, communication channels must also change and grow. An enlightened audience, both internal and external, finds it easier to keep up with these changes.

To succeed, you must evolve. And your communication needs to keep pace. By clarifying the content of your communication and enabling open channels, your company, customers, clients, and prospects remain enlightened about your message, embrace it, and embody it. Positive results ensue.

Convince

A step past persuasion

Most communication efforts seek to persuade. While persuasion is a key aspect of your success, it only moves you part of the way. You want to not simply persuade, but to convince. That brings your communication efforts to their full fruition.

A convinced staff makes the extra effort necessary to set your company above the competition. Convinced clients lead directly to deeper

relationships, increased sales, and strengthened financials. Convinced prospects buy again and again.

Marketing communication is especially enhanced when the goal is to convince.

We elevate your communication efforts to their highest level, convincing your audience, and turning these efforts into a solid return on your investment.

Motivate

Growth through passion

What motivates your audience to connect with your company, and ultimately enable it to grow and prosper? While there is no strict road map, one of the best ways is to motivate everyone—management, staff, and customers—is to engage in simple, clear communication.

Appreciating your communication is easy

— making it accessible to everyone and engendering a passionate response is more difficult. And yet it is just this accessibility that motivates your audience to a deeper connection. The best way to make this happen is to involve everyone in your communication through dialogue.

We ensure your communication motivates.

Align

The potency of total focus

Aligning your company's communication generates the potency of total focus.

Companies are constantly changing and growing, and so must their communication. Without a clear recognizable message, everything moves toward entropy. The remedy?

Simple, clear communication, expertly crafted and publicized, aligns and focuses your audience, eliciting quiet confidence in your abilities.

We help align disparate messages and move them into one coherent direction — toward attaining your strategic goals.