

**Believe.  
Act.  
Repeat.**

**How optimism can change  
the world.**



**On Monday March 9th, 2009, Vikram Pandit, the CEO of Citibank, released an email memo to his employees that caused the Dow Jones Industrial Average to have one of the biggest one-day gains since World War II.**

**Something, anything to believe in, was all the traders needed—in this case it was an email.**

**We call it optimism.**



**Optimism means changing your perspective, taking a step in the right direction, confronting big questions, and thinking differently about revenue, audience and market share.**



**For a few that is starting something new. Look at a company like GE—founded during the alarm of 1876. Or HP, which began during the Great Depression. Take Bill Gates and Paul Allen. Those guys built Microsoft during the recession of 1975. The list goes on: Disney, MTV, and Trader Joes were all started during bad economies.**



**But for most of us, it's  
looking at what we've  
already got—in a new way.**

**Which means strengthening  
your return on investment by  
returning to your investment—  
your products, your people,  
your brand. It's re-investing  
in the positive.**



**Albert Einstein once said,  
“We can’t solve problems  
by using the same kind of  
thinking we used when we  
created them.”**

**Optimism is believing that  
there is a better way. Usually  
that way starts with your  
initial investment.**

**Think for a minute about  
Dunkin Donuts, your typical  
donut shop that now happens  
to be known for great coffee.**



**Patents are up,  
so are big ideas.**

**We know of a small insurance  
firm developing new ways to  
defeat the healthcare crisis.  
And an accounting firm that  
is redefining the bank.**

**Be daring and think big.  
Now is your opportunity.  
Optimism can work.**



**We believe.**

**We've done it ourselves.**

**We looked at our investment and we created something new, a billing system that allows us to partner with our clients for the long-term, building relationships and reducing cash investments.**

**We call it relationship billing.**



**We know optimism and  
new perspective.**

**We understand change.**

**We also understand ROIs.**

**We do things differently.**

**We can help you do it too.**



**Have some thoughts?  
Let's talk. Let us buy you  
a cup of coffee.**

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