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## FROM THE LM BLOG

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### FD2B Talk Radio Insight of the Night

As part of a new partnership between *Landscape Management* and FD2B Talk Radio, we post a tip from the show each week. To listen to the show, tune in to FD2B Talk Radio at [FromDesign2Build.com](http://FromDesign2Build.com). Here are a few recent insights from the show's guests.

» When adversity does hit you, in business or in life, you need to remember that there's always a way to overcome it, there's always someone who's had the same experience and pushed through it and there are always people willing to help you, if you just ask.

—*Rich Arlington, Rich Arlington and Associates, Erie, Pa.*

» If you're providing original content online that solves

problems and is entertaining, then search engines like Google are going to quickly find you and significantly raise your rankings.

—*Jeff Korhan, True Nature, Naperville, Ill.*

» The easiest and best way to develop relationships with community and industry influencers is by getting involved. Volunteering for a worthwhile project is a great way to do something posi-



tive and get your name and your company's name out there. Not only will you get noticed, you'll get noticed by the right people. The decision makers. Participating and getting involved in landscape associations does the same thing.

—*Joe Salemi, DynaSCAPE, Ontario*

## SEEN ON TWITTER

Follow us » @landscapemgmt

@FMcturf: What we're reading: converting social media marketing practices into everyday profits from @LandscapeMgmt. [ow.ly/jqr8i](http://ow.ly/jqr8i)

@LandscapeMgmt: Considering used equipment? Call the mfg'r before you buy. Check out this cautionary tale from @JasonCupp. <http://t.co/2xfmn3rj18>

@jasoncupp: @LandscapeMgmt thank you for the mention—this story horrifies me, so thanks for spreading the word

## WEB EXTRAS

Visit [LandscapeManagement.net](http://LandscapeManagement.net)

» Click on Web Extras

» Download the Green Industry chart of accounts, referenced in Bruce Wilson's Best Practices column (page 16).

» Read more from Jeff Korhan's new book, *Built-In Social: Essential Social Marketing Practices for Every Small Business*, due out this month.



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