



THE Connection

Official Newsletter of the Georgia Association of Professional Private Investigators, Inc.

UPCOMING MEETINGS

The Next
GAPPI Atlanta
Chapter Meeting
June 8, 2010
at Ryan's Restaurant
705 Jimmy Carter Blvd.
Norcross
(770) 840-9096

Networking and lunch from
11:30 a.m.—12:00 noon
Meeting from
12:00 noon—1 p.m.

The cost is \$15.00 for GAPPI
members

\$20 for non-members
(includes lunch and beverage)

\$10 Training only
(lunch not included)

Students and potential members are
always welcome.

"We look forward to seeing
you all there!"

2010 Spring Training Will Be Held May 21

GAPPI will conduct a one day training session which will be offering SIX HOURS OF CONTINUING EDUCATION. We think there will be something for everyone in our industry.

This opportunity to get six hours of CEU's will be May 21st from 7:30 am to 4:30 pm. The event will be held at Chattahoochee Technical College located at 980 South Cobb Drive, Marietta, Georgia 30060.

If you would like to register please use the enclosed registration form or go to the homepage of the GAPPI website (www.gappi.org) and download the form. You can then return payment and the registration form to:

GAPPI • 665 Red Oak Road • Stockbridge, GA 30281, or if paying by credit card you can fax it to 404.768.7767 or email it to vernon@ahqi.com.

There is also a campus map located in this edition of the newsletter and below is a list of speakers who will be presenting.

Keynote – Brian Kemp, Ga Secretary of State

Homeland Security – Marjie Britze, PhD, Clemson University Professor and author of 6 textbooks including "Computer Forensics and Cyber Crime : An Introduction"

Courtroom Success Techniques – Stevee Ashlock, image consultant and author of "Credibility is Believability: Success in the Courtroom"

HR Rules for Employers – Sue Lin Lange, professional recruiter

Ethics – Ray Johnson, Esq – Supervisory Special Agent: Organized Crime / Drugs, FBI

We look forward to seeing you on May 21st.

Vernon Thomas
Executive Director
GAPPI

2010 Officers

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Ted Viator

Treasurer
Harriet Gold

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Willis Craig

Michael Barker

Advertise in The Connection!

Business Card—Approximate size: 3.5” x 2”
\$10 per issue or \$100 per year
(11 issues)

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Full Page—Approximate size: 7.5” x 10”
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(11 issues)

For more information, contact us at:
vernon@ahqi.com / 404-766-1632

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615 Roswell Street NE, Suite 150
Marietta, GA 30060-2147

770.427.8401 phone
770.427.8402 fax

rightinthecommunity.org



Your Developmental Disabilities Resource

We are a 501(c)3 non-profit incorporated in Georgia since 1956.

Our Mission: We are committed to promoting opportunities for all people with developmental disabilities to live full, productive, self-determined lives of the highest quality by fostering local communities which embrace all people.

This is a thank you note from the Right in the Community non-profit organization to GAPPI members for their Christmas donations.

GAPPI, Inc.
c/o Ted Viator
55 Holland Woods Court, NW
Powder Springs, GA 30127-8327

December 28, 2009

Dear Ted:

Please express our great appreciation to the members of GAPPI. Because of their donations, many RitC families had a great Christmas. The toys provided filled many stockings and Santa requests and caused many a smile. We wish you could have been there to see the excitement.

As you may know, we provide services and programs for families who have children with mental retardation and/or other developmental disabilities. Some of those programs include a summer camp for medically fragile children, a respite care crisis home, respite referral services, as well as general information, support and referral services. We have been serving families in Cobb County since 1956.

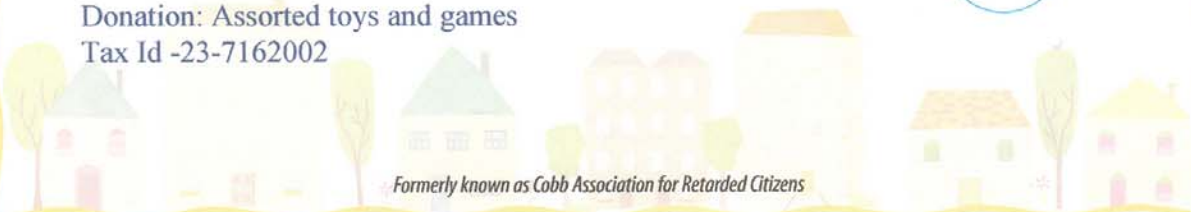
The thoughtfulness of GAPPI will be remembered for a long time.

Sincerely,
Right in the Community

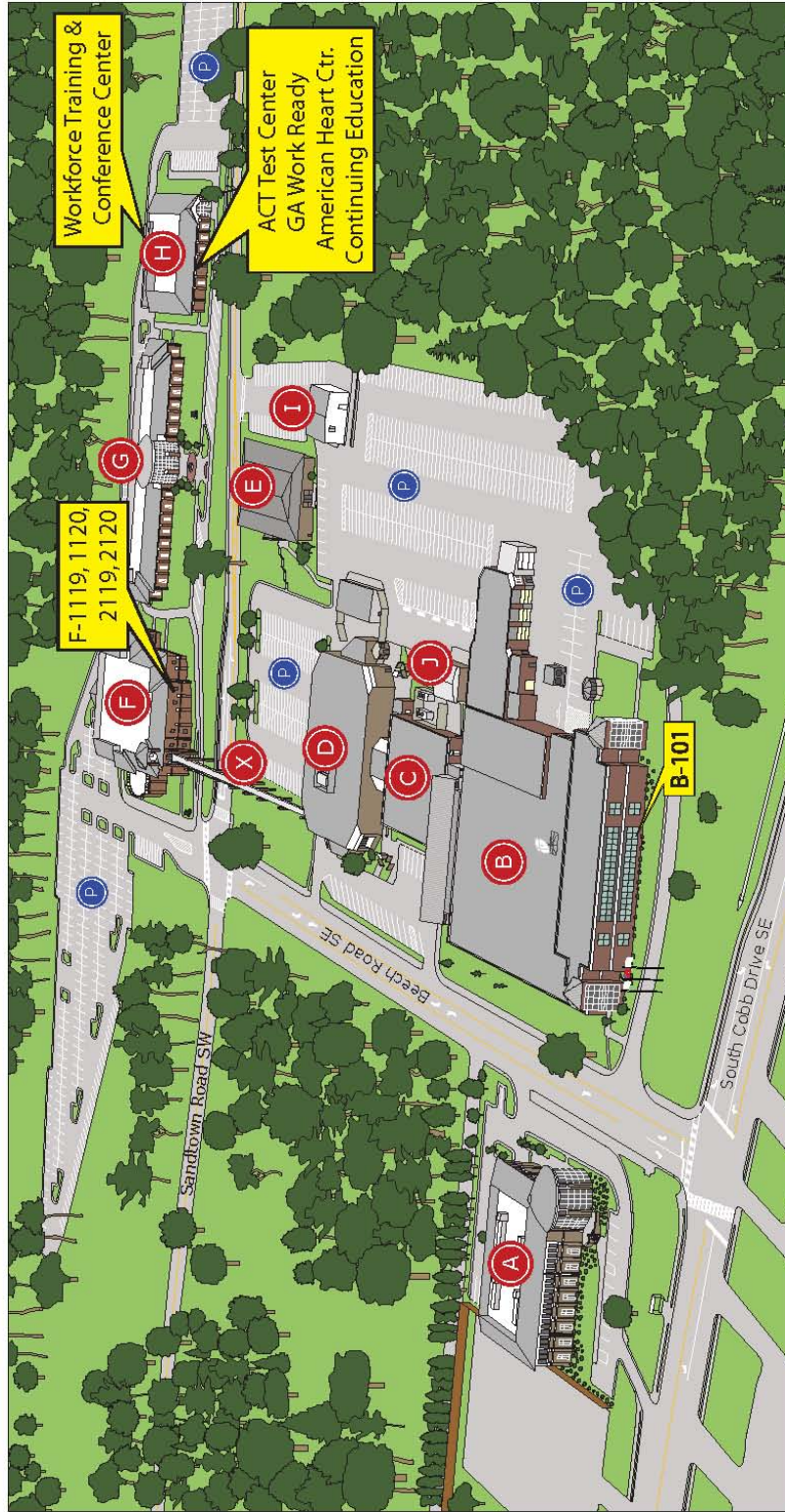
Jerrie V Paschal
Jerrie V Paschal
Executive Director

The volunteers really enjoyed their lunch as well! Thanks!

Donation: Assorted toys and games
Tax Id -23-7162002



Formerly known as Cobb Association for Retarded Citizens



Updated July 2008



Chattahoochee Technical College
 980 South Cobb Drive
 Marietta, Georgia 30060
 770-528-4545
 www.chattcollege.com

Building Directory

- A. Chattahoochee Hall/Administration
- B. Jack Vaughan Jr. Classroom Building
- C. Campus Life Center
- D. Library Building
- E. Instructional Services
- F. Academic Building
- G. Student Services/Admissions
- H. Workforce Development and Conference Center
- I. Maintenance
- J. Campus Safety
- X. Walking Bridge
- P. Parking Areas

Chattahoochee Technical College - Marietta Campus Map

2010 Spring Training (CEU's)

Chattahoochee Technical College
 980 South Cobb Drive | Marietta, Georgia 30060

GAPPI will conduct a one day training seminar that will be offering SIX HOURS OF CONTINUING EDUCATION. We think there will be something for everyone in our industry.

Conference Prices:

	<i>Early Registration</i>	<i>Late Registration</i>		
	<i>before 05/14/10</i>	<i>after 5/15/10</i>		
<input type="radio"/> GAPPI or other State PI Association Member:	\$90	\$110	=	\$ _____
<input type="radio"/> Non-Member:	\$115	\$135	=	\$ _____
<input type="radio"/> Student:	\$50	\$70	=	\$ _____
Walk-in registration welcome based on seating availability			Total: =	\$ _____

(Please use one form per attendee)

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Registration Confirmations will be sent to this email address.

I'm a Member of: GAPPI NCISS/ISPLA Other State PI Assn. (Please List:) _____

Payment Options:

I have enclosed a check payable to GAPPI for the amount in the "TOTAL" box above. No additional fees apply when paying by check.

I want to pay by Credit Card. An additional fee of \$10.00 will be added to "TOTAL" box above if paying by CC.

I Visa | MasterCard | American Express Card # _____

Expiration Date(MM/YY): _____ Billing Zip Code: _____

Exact Name on card _____

Exact Statement Billing Address _____

Amount to be charged: "TOTAL" + \$10.00 = \$ _____ Signature: _____

Registration includes conference materials, refreshments and lunch and attendance certificates.
 Cancellation Deadline is **May 15, 2010**. No refunds will be issued after this time. An alternate may attend with notification to GAPPI.

Walk-in Registrants will receive conference materials based upon availability.
 Conference seating is classroom style and is **First Come, First Served**. Arrive a little early to get a great seat!
 Returned Check Fee is \$35.00

Return payment and registration form to:
GAPPI • 665 Red Oak Road • Stockbridge, GA 30281
fax: 404.768.7767 or email: vernon@ahqi.com • www.gappi.org

Marketing for Private Investigators

By Paul Purcell

Given the current state of the US economy, we at InfoQuest wanted to do what we could to help our fellow investigators across the country. Therefore, we put together an introductory list of successful marketing steps that have served us and close colleagues well. **This extremely short version is our “article” version.** For the full report – which we distribute for free – please visit our website at www.thecasefile.com/ebook.htm.

With this “financial crisis,” all of us with investigative agencies are feeling the crunch as everyone is hanging on to their money with an iron grip. But, for those who know how and where to look, the jobs are there to be found. However, finding new clients is just like working a case. It’s all in how you use your **S.M.A.R.T.S.:**

Salesmanship – People really do need your services, but how do you make them realize it?

Media – How many forms of “advertising” do you use? How many can you use for free?

Association – Beyond your PI association, who do you network with and how?

Reinvestment – Do you only work one type of case or have you added to your repertoire?

Time Management – Do you work too much to market? Do you market too much to work?

Service – Can you improve what it is you do and generate both new and repeat business?

Salesmanship

In this instance, salesmanship is communicating in such a way as to help those who truly do need your service *realize* they do. It’s a win for both of you. Let’s look at some points to consider:

Tough financial times actually mean an increase in theft, fraud, infidelity, and workplace violence.

Focus on the potential client’s need. Your prices and other benefits are important, but in the eyes of the client, their need is of primary importance. Focus on that first.

Never compare yourself to the competition. Leave them out of the discussion entirely. Focus on you and the unique benefits and abilities you can offer the client based on their specific need or case.

Be honest with yourself. Do you have a way with people or not? If so, put it to work and market. If not, do you have another agent who is more charismatic and could bring in more cases?

If you need some material to improve your interpersonal relations and the way you deal with people, your local library should have copies of works by Dale Carnegie, any of which could help.

Media

In our own focused marketing discussion “media” refers to the multimedia communication tools at your disposal that you may or may not be using. Many of these are actually free and easy to use.

If you don’t have a website, get one! At the very least go to www.blogger.com and set up a

free blog. Offer educational posts related to your area of expertise. Also, mention your location and your investigative specialty frequently in your posts and profile. When clients look for an investigator with your capabilities in your area, the search engines should show you fairly high on the list.

Also take advantage of the free social and business sites: www.linkedin.com, www.twitter.com, www.squidoo.com, www.facebook.com, and if you're really social, www.myspace.com. (Be sure to download the full ebook version of this article for links to tutorials and newsletters telling how to use each of these to their fullest potential.)

Write a column for your local paper offering "consumer tips" related to your area of investigation. Identity theft prevention is an important topic these days, as is "employee theft prevention."

Print newspapers are feeling the financial crunch too, so it's easy to negotiate ad costs (especially if you're writing a column for them).

Create an email newsletter and send it to current and former clients. Watch the spam laws though and make sure the clients want you to contact them. A good email newsletter opt-in system can be found at www.constantcontact.com.

Association

A sizable portion of your marketing is dependant upon who you associate with on a regular basis. Sure, it refers to being a member of an investigative association, but it means so much more.

Network with fellow investigators to swap cases falling outside your area of expertise.

Speak at target audience functions. For example, if white collar crime is your specialty, speak to business owners and tell them how to prevent some of the more common forms of embezzlement.

Join business sharing or referral groups.

Offer to speak for free at business or civic group "lunch and learns" or their regular meetings. Are you a member of any civic groups?

Though money is tight right now, in most areas it's a good return on investment to be a member of both your local BBB (www.bbb.org) and Chamber of Commerce. Each can help you promote your business among its members in its own way.

Reinvestment

What are some ways to use the skills and equipment you already have to expand the services you offer?

Do you have extensive camera equipment? Offer to do inventory or household cataloging.

Criminal investigators might find work reviewing cold cases for police depts. also feeling the crunch.

If you do domestic surveillance, you're one step away from doing workman's comp surveillance.

Also, you could sub-out surveillance work to other agencies.

Can you take an inexpensive local course to help you add a new investigative service?

If you're looking for new training and/or equipment, check with your local Small Business Administration office (www.sba.gov) to see if they have any applicable programs for you.

Time Management

In a profession based on billable hours, time really is money. How well do you manage yours?

Use a good day-planner and on-screen calendar such as found with Microsoft "Outlook."

Group investigative activities by geographic area whenever possible.

Confirm all case work and client appointments to avoid wasted trips.

Keep home life and business life separated; especially if you work from home!

Create a free account at www.simpleology.com to learn time management and focus techniques.

Look for secure ways to outsource labor. For example, <http://www.wrightstyping.detectivehelp.com> will type your reports and free you up for greater money-making activities.

(Continued on page 8)



Georgia Association of Professional
Private Investigators
665 Red Oak Road
Stockbridge, GA 30281

(Continued from page 7)

Service

What are some of the simple things we can do to wow the client and either keep them as a repeat customer or get referral business from them?

After taking a case, immediately send a confirmation letter to the client (where suitable and appropriate), reiterating the key points of the case and thanking them for their business.

Even if nothing is happening, touch base with your client. Communication is reassurance.

Your final report should be a work of art in and of itself, and all reports should be of equal quality. Paper Direct (www.paperdirect.com) is one of many sources having quite a selection of brochures and presentation folders. Even your local office supply store should have enough to make your reports more professional looking.

After receipt of final payment, follow up with a conclusion letter and thank the client for their business.

Read our companion article “PI Should Also Mean Professional Image” found on our website.

Remember, this short article is just the tip of the iceberg. **For our full – and free – report** (containing over 60 outside sources), go to www.thecasefile.com/ebook.htm.

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