

HOME

There are two steps between THINKING BIG and BEING BIG.

Those steps are ACTING BIG and GROWING BIG, and their foundation is strategy.

At Justice Strategy, we help you take those steps. We help you develop that strategy.

We know you already THINK BIG. We're here to help you ACT BIG and GROW BIG.

We do that, first and foremost, by listening to you and understanding your ambitions and your challenges. We help you to . . .

- 1. Implement open source technology applications that will allow you to ACT BIG.** Because closed source technology licenses are so expensive, the opportunities they afford businesses are only for businesses that are *already* big. But by using open source technologies, we can help you act like the big businesses at small-business costs.
- 2. Develop a business plan and marketing strategy that will allow you to GROW BIG.** Big businesses can afford to make mistakes. They can afford to act without thinking. But smaller businesses can't. To succeed, small businesses must diligently plan before they act, and then, they must act strategically. At Justice Strategy, we'll help you do just that.

If you're standing on the edge of the gap between THINKING BIG and BEING BIG, you've no doubt worked long, hard hours to bring your business to this point. But now you wonder, "How do I get from this side to the other?" To traverse the gap between THINKING BIG and BEING BIG you may need to implement a new technology application to streamline your processes. Or perhaps you need a new marketing strategy. Maybe you need to find venture capital. Or maybe all three.

Whatever you need to take your business from THINKING BIG to BEING BIG, Justice Strategy can help. You bring to the table big thinking. We bring more than 20 years of enterprise-class experience and a focus on **technology development, strategic planning, and marketing.**

Some of our clients come to us excited to be at the edge – excited about traversing the gap between THINKING BIG and BEING BIG. Others come to us in a panic, afraid that their business will implode if they don't move fast. Either way, we'll help you decide what your business needs this minute and the next, as well as farther into the future.

For more information about our programs or to get started ACTING BIG and GROWING BIG today, contact us by phone at 1-800-555-1234 or by e-mail at info@justicestrategy.com.

TECHNOLOGY DEVELOPMENT

If you're like most small or medium-sized business people, you've faced the daunting task of developing technology applications that are on par with big companies' at small-business prices. Our unique approach will help you develop high-end technology applications at prices that won't sink your business.

Our simple-yet-unique approach is this: we use open-source technologies to provide cost-effective solutions that help you grow your business.

We simplify the software development process through our practical experience and know-how, industry contacts, and employees who embrace creativity, imagination, and innovation every step of the way.

We work with a network of open-source engineers to create high-quality technology applications that will meet your unique needs – minus the overwhelming software licensing costs that you'd pay with most corporate consulting firms.

Open Source Strategy and Implementation

Open source software can be a powerful tool for your business, allowing you to integrate the kind of technologies into your business that large corporations use at a fraction of the cost – because you're not paying software licensing fees.

At Justice Strategy, we help our clients integrate open source technologies into their businesses. Our open source services range from Step 1: Technology selection and implementation, to Step 2: Migrating into your new technology, to on-going operational and engineering support.

Read more . . .

Shared Services and Staff Augmentation

Let Justice Strategy help you fill your short-term or long-term IT staff positions. We leverage a large global network of consultants who can be available on-site or work remotely to support whatever project demands you may have.

Open Source Advisory Services

Who better to provide strategic consulting and advisory services than a company with specialized expertise in open source technology? At Justice Strategy, we help clients in all industries identify, evaluate, implement, and manage open source technologies. Our focus is on helping organizations like yours do business more effectively and efficiently – by helping you gain competitive advantages and high returns on investment from open source technologies.

Our advisory services include:

- Open source compliance and audit services
- Intellectual property and licensing organization

- Technology selection and resourcing

For more information about our technology development programs or to get started ACTING BIG today, contact us by phone at 1-800-555-1234 or by e-mail at info@justicestrategy.com.

SAMPLE

OPEN SOURCE STRATEGY AND IMPLEMENTATION

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Our open source strategy and implementation programs include:

Technology Selection and Implementation

- Open-source strategy and technology selection
- Open-source implementation
- Intellectual property and licensing

Open Source Migration Services

- Web content management systems
- Databases, application servers, and infrastructure
- Directory servers and security
- E-mail and collaborative communication systems

Operational Technologies

- E-mail marketing, website promotion, and search engine optimization (SEO)
- Customer support, including ticket/issue tracking, knowledge bases, forums, software subscription, and download management
- Sales support, including customer relationship management (CRM) and contact management
- Engineering optimization, including change and configuration management, version control, and integrated

Engineering Support Technologies

- Change and configuration management
- Technical support for open-source solutions, including phone, e-mail, and web-based support
- Bug and patch notifications
- Training and train-the-trainer programs

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STRATEGIC PLANNING

For any business, planning is important. But for businesses like yours – smaller, growing businesses, planning is imperative. We understand that you can't afford missteps and should-have-thought-that-out-better moments. We understand that when you invest in a business decision you're investing your time, your money, and your hopes. We understand that you want each business decision to be the right one.

That's why we offer strategic planning services that are geared specifically toward businesses like yours – businesses that are making critical decisions like presenting a business plan to investors, launching a website, or developing a technology infrastructure.

Our strategic planning services include:

Business Planning

Business planning is critical at every step of your business development journey. Whether you're a developed medium-sized business that's been operating for 10 years or a one-month-old, one-person startup – or anywhere in between – having a current, relevant, accessible business plan is imperative.

And updating your business plan frequently to take stock of today's challenges, accomplishments, and goals – maintaining an ever-evolving business plan – is important, too. You never sit still in your business; why should your business plan?

At Justice Strategy, we use our deep experience as strategic planning consultants to help you develop a relevant, nimble business plan that changes as you do.

Read more . . .

Startup Assistance

We understand that starting a business is a frightening, thrilling, completely unknown experience. We've started one or two ourselves. So we're uniquely positioned to help you start your business – whether you're starting from the ground-up, restarting, or need a jump-start somewhere in the middle.

Drawing on the accumulated knowledge and business start-up experience of our network of business professionals, we'll help you write your first business plan, build your first marketing list, design your first logo. And we'll teach you how to raise equity from investors and secure loans.

In fact, we'll be able to help you tackle just about any issue that may come up as you begin to GROW BIG.

Read more . . .

Onsite Training

Technology development, strategic planning, and marketing to ACT BIG and GROW BIG are not easy tasks. Without training, those tasks can be even more difficult. Justice Strategy offers free local seminars to help you rally your employees (and yourself) to jumpstart your business initiatives. We also offer special on-site training events to help you motivate and empower each individual in your business.

Justice Strategy also offers continuing education seminars that cover a range of topics, including:

- Product management
- Strategic planning
- Sales strategies and lead generation
- Customer service and support
- Business writing and presentation skills

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A solid business plan serves a number of functions, including:

- Enabling you to take your business concept to investors and gather startup capital
- Helping you envision your business in the future and plan today's decisions accordingly
- Sets out clear goals and outlines a path for achieving those goals
- Lays out practical planning tools
- Outlines your industry strategy
- Effectively communicates your purpose and goals to investors

A successful business plan. . .

- **Projects your initial budgetary requirements**
By listening to your vision for your business, we can help you develop a budget – a cornerstone of every successful business.
- **Plans out the costs of your infrastructure and personnel needs**
Whether you're beginning a new business or reorganizing an existing one, we'll help you determine your essential needs.
- **Designs your marketing and branding strategies**
Strategic marketing isn't a science; it's an art. Our marketing services are simple: we teach you the art of successful marketing. We won't tell you how to market your business, but we will teach you how to maximize every dollar you spend on your marketing efforts.
- **Develops your revenue projections**
Revenue projections provide your business with definitive goals and a strong vision for the future. That's why they're as essential as a budget, effective employees, and high-quality resources. We'll help you set inspiring, but realistic, revenue projections for each stage of your business.
- **Plans your lead generation and sales strategies**
We've developed, tested, and honed processes for harvesting more leads and moving them more quickly through the sales cycle. You'll develop new cold-calling strategies, direct mail and electronic promotions, and methods for keeping dialogue open with prospective

and existing customers. We'll also teach you how to tap non-traditional revenue sources to boost your bottom line.

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In fact, we'll be able to help you tackle just about any issue that may come up as you begin to GROW BIG.

Our goals as we help you GROW BIG include:

- Increasing your sales
- Building your business's strong reputation within your industry
- Increasing awareness and recognition of your business and your products or services
- Building your customers' loyalty to your business and your products or services

Our startup assistance programs include:

- Business plan preparation
- Marketing plan creation
- Brand development
- Website design
- Website promotion and search engine optimization
- Demand generation

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Justice Strategy also offers continuing education seminars that cover a range of topics, including:

- **Product management**
Discover the tools, techniques, and skills you need to effectively manage an increasingly complex marketing process and gain more control of your tasks at hand.
- **Strategic planning**
The ability to develop operational business strategies and to take those strategies to action will set your business apart. Forward-looking strategy formulation can make the difference between your growing business and one that stagnates.
- **Sales strategies and lead generation**
We'll help you uncover ways to increase your business's revenues.
- **Customer service and support**
Hold on to your current customers and bring in new ones. We'll provide you with an array of practical and effective techniques for keeping your customers satisfied.
- **Business writing and presentation skills**
Hone your business writing techniques and get the presentation skills training you need to improve your workplace communication.

For more information about our training programs – including our customized onsite training – or to get started GROWING BIG today, contact us by phone at 1-800-555-1234 or by e-mail at info@justicestrategy.com.

MARKETING

We combine our strategic understanding of technology with our marketing experience to help you find the most effective, most up-to-date marketing mechanisms to help you grow your business.

Turnkey Websites

Your website can be one of your most powerful marketing tools.

As a greater number of people use the Internet to look up business addresses and phone numbers, read newspapers and magazines, and even watch videos, the importance of having a presence on the Web is increasing.

In fact, you can hardly afford not to have a presence on the Internet.

Fortunately, building and maintaining a website doesn't have to be a huge undertaking. At Justice Strategy, we'll handle all of the details for you – from setting up a web hosting service and registering a domain name, to designing, writing, and maintaining your website.

Whether you'll use your website as an electronic brochure, an online customer information resource, or to sell you products, Justice Strategy has the experience and the expertise to help you develop a website that customers will find, enjoy, and come back to.

And if you'd like to explore even more ways that you can use your Internet presence to increase revenue and grow your business, we'll help you there, too!

Read more. . .

Internet Marketing

A website is perhaps the most important part of your internet marketing strategy, and – for some businesses – can be sufficient as the only part of an internet marketing strategy.

But there are other ways that you can truly capture the power of the internet as a marketing tool for your business, including ways to increase the number of visitors to your website.

At Justice Strategy, we specialize in several internet marketing techniques that will improve your presence on the internet, including search engine optimization, banner ad design, and e-mail campaigns.

Read more. . .

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Our turnkey websites – affordable, efficient alternatives to building a website yourself – offer a variety of features, including:

- News
- Articles, categories, products, and services
- Surveys and polls
- Newsletters
- News feeds (XML/RSS)
- Frequently asked questions
- Favorite links
- Advertising banners
- Random newsflashes
- Image galleries
- Forums and collaborative communities
- E-commerce catalogs
- Shopping carts with accounts payable/receivable
- Guestbooks
- Real-time chat
- Support and help desk applications
- File and document management systems
- Security for public and private users

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Website traffic monitoring

Internet marketing is different than the conventional marketing that many of us are accustomed to. When planning a direct mail campaign, for example, you take a lot of care to ensure that you're sending letters only to people who are likely to buy your product or enlist your service. You may spend thousands of dollars of specialized marketing lists to get a targeting list of people to whom you'll mail your letter.

On the internet, your site is available for anyone (and, we all hope, everyone) to see. But, just as knowing who your likely prospects are for a direct mail campaign, understanding your target audience for your website is critical.

Then, of course, you need to know if you're reaching that target audience. And if not, what you can do about it.

That's where Justice Strategy's website traffic monitoring service comes in handy. We'll report to you how many people visit your site each day, how many pages they view, where they came from, and – potentially – where they are in the world. That way you can target your website to those people who are viewing it most frequently – so you can talk directly to each of those individuals and bring them into your fold.

Search engine optimization

Getting your site recognized by the search engines – including Google, Yahoo!, and MSN (as well as many smaller search engines) – will make or break your site. If you're not recognized by the search engines, then your website won't come up when potential visitors search for you.

But even after your site is recognized by the search engines, there's still a lot of work to do. To be ranked highly on those search engines – in the first couple of pages of search results, for example – you'll have to optimize your website content – including keywords, titles, and other relevant information.

Sound complicated?

It can be. And it's getting more complicated every day as the search engines refine their ranking algorithms.

But staying on top of those ranking changes, knowing what steps to take to get your website ranked highly on the search engines, and knowing how to optimize your website content so that potential visitors can find you easily is what we do at Justice Strategy.

So you focus on doing what you do best – running your business – and let Justice Strategy focus on your Internet marketing strategy.

Banner ad design

In addition to your website, there are several other powerful marketing tools opportunities that the Internet offers. One is advertising. The concept is age-old but the media is new. As more and more people use the Internet in all the ways people use it (finding information, entertainment, communicating, and shopping – to name a few), the potential to get your business noticed by advertising on the Internet increases.

Our banner ads – which run at the top of chosen websites – are eye-catching and effective at getting customers to click to your website.

E-mail campaigns

Some people think that snail mail – along with real books, newspaper, and television shows watched on a television – have no future. We're not sure about that. But we are sure that e-mail correspondence – along with e-books, online news, and online video streaming – are important new mediums of communication.

To take advantage of the communication opportunities e-mail offers you, we'll create a targeted e-mail campaign to deliver your message to your potential customers. Of course, we stay up-to-date on the latest spam regulations.

For more information about our internet marketing programs or to get started GROWING BIG today, contact us by phone at 1-800-555-1234 or by e-mail at info@justicestrategy.com.

ABOUT JUSTICE STRATEGY

At Justice Strategy, we have over 20 years of experience in marketing and technology applications. Our specific areas of expertise include:

- Internet sales and marketing
- Company and product branding
- Business plan development
- Marketing strategy
- Advertising copywriting and editing
- Article creation and publication
- Internet/Intranet website design and implementation
- Sales strategy development
- Commerce application development
- Database development
- Software integration
- Enterprise content management

The Justice Strategy Team

The Justice Strategy team is composed of a network of high-level professionals with experience ranging from open source engineering to website design.

Christopher Justice, President and CEO

Chris has a wide range of professional experience, including business operations, product and solution architectures, marketing, and sales. Chris is a highly regarded conference speaker around the world, known for providing unique and innovative ideas in the areas of enterprise content management, software integration, marketing communications, and open source technologies.

Before Justice Strategy, Chris worked in the Product Strategy organization at Vignette, at the U.S. Securities and Exchange Commission, the Federal Bureau of Investigation, Computer Associates, IBM, and as an independent consultant to a number of successful startup companies.

Amanda Nutt, Chairman of the Board

Amanda has worked for more than a decade with Fortune 1000 clients as an enterprise content management specialist. She has a proven ability to build, develop, and manage global teams and high-performance organizations as well as a demonstrated mastery of solution-selling methodology and a long-standing record of generating multi-million dollar business. Amanda has held senior leadership positions with Canon, Trilogy Software, and CIBER, Inc.

Technologically fluent, Amanda also has extensive experience helping large enterprises implement IT-based solutions. She has consulted clients including Ford, Emerson, AMD, BMC Software, Blue Cross Blue Shield, Cooper Industries, Freescale, E & J Gallo, Walmart, Ace Hardware, and True Value.

Jason Flenniken

Jason is an exceptionally skilled graphic and technical designer with more than 8 years of experience with high-tech, financial, and consulting organizations.

Jason is experienced in a variety of media formats, including video, Internet, and print. His current work includes designing product demonstrations, advertisements, logos, and web design.

Jason also does programming, commerce application development, and database implementation.

Kelly Shores

Kelly specializes in the development of innovative marketing campaigns. She works with a variety of media, including photography and video, for broadcast and publication. Kelly has a network of camera and sound crews, editors, location scouts, and stock footage providers to meet any client's needs.

Kelly also develops and manages events, including conferences, road shows, and product showcases.

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