

Our Marketing Revolution Continues

I [previously wrote](#) about our efforts to improve our marketing material, to stop talking so much about ourselves and start talking about how to solve our clients' pains. A company called [Square2Marketing](#) (writers of [Reality Marketing Revolution](#)) has been helping us make these changes, and that over time I would update on the progress. The time has come for an update...

Our website is the first major change we've made. It is still a work in progress, but we've taken some huge strides towards where we want to be. We've defined the most common pains of our clients and have really focused on addressing those pains on the website, starting right on the home page.