



DGC MAGAZINES 2022

**Your solutions
found.**

Business Consulting &
Small Business Coaching

**Your needs met &
brand discoverd.**

Marketing Consulting



Dannet Botkin: President & Owner
Designs Group Consulting

Designs Group Consulting

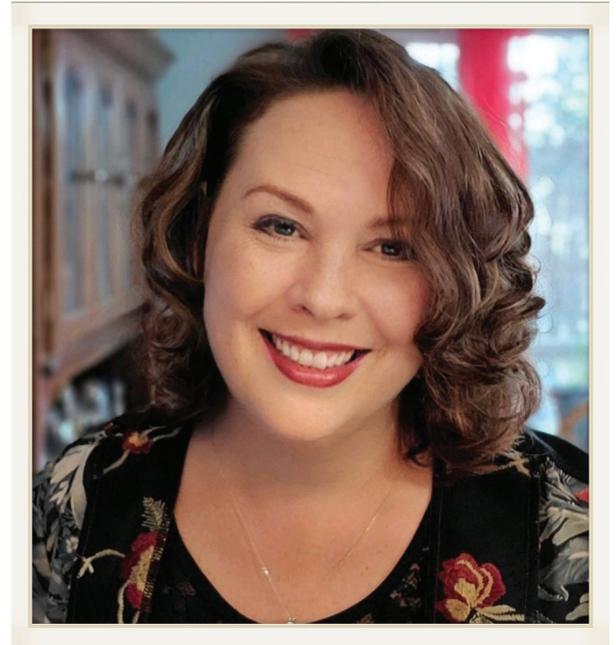
DGCFirm.Agency |     

Cover all your bases.

They've met you on social media; received your emails and IMs; seen your ads and watched your videos and commercials; listened to your podcasts; visited your website and followed your blogs. What's missing? Hint: It's classic.

Beyond virtual. It puts your brand in the hands of your customers like none other. They can hold it, feel the quality of the paper, and see the attention that goes into creating a magazine that showcases what you do while showing your customers how much you value them. Uniquely crafted to reflect your brand and your messaging, your magazine will open doors to new customers while helping to build an ongoing relationship with those who already know you. The quality is impressive—printed on high gloss paper—something they will be proud to share with friends and colleagues.

Let Designs Group Consulting move your marketing efforts a step ahead of the competition with your own 12-page magazine featuring custom branding on the front and back cover, along with impactful content and graphics in the heart of the magazine, plus 2 ½ pages inside fully customized with your message.



Dannet Botkin, President & Owner

DGC Magazines are successful for almost every industry: Real Estate, Home Builders, Interior Designers, Art Galleries, Medical Providers, Retailers, Wholesalers, Service Providers, Insurance, Manufacturers, and more.

*Connect with your past clients and prospects on a regular basis by sending them a free subscription to your very own **custom branded magazine!***

DGC has you covered. Call 501-209-2806 today to learn more about full-service marketing, business, and communications services.



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Marketing Consulting

SERVICES

Your needs met.

If you need an exciting, fresh new website, a fantastic marketing plan to increase sales and leads, an engaging social media plan, or strategies to set your business up for long-term success, **we are here for you.**

- Copywriting
- Graphic Design
- Logo Design
- Marketing Strategic Plans
- Sales Materials
- Social Media Management
- Video Marketing

Strategic

MARKETING PLANS

Be Intentional.

Our dynamic strategic marketing planning services include research, advertising, competitive analysis, strategic planning, design development, campaign implementation, and more.

The power of a well thought through and executed strategic marketing plan can have a profound impact on your growth and success. At DGC, our overall goal is to identify your target market and customers, understand how to reach and engage in a way that suits them, and in doing so, turn them from a potential customer into a raving fan.

Your marketing strategy is one of the most important strategies you will ever develop, and it's worth taking the time to get it right.

Call 501-209-2806 for your
FREE 1-hour consult.



Designs Group Consulting

A professional office scene with three business people walking. A man in a dark suit and red tie is on the left, a man in a blue suit and patterned tie is in the center holding a brown briefcase, and a woman in a white dress is on the right. The background features a brick wall with faint, hand-drawn business diagrams like a pie chart and flowcharts. The overall tone is professional and aspirational.

Business Consulting

Don't just survive...

Thrive!

DGC's expert team is here to help.

We're passionate about helping you to not just survive, but to thrive in these changing times. Our pros will review your operations, create a plan to cut costs, advance technology, improve marketing and sales, and launch your business forward.

If you're just starting, we'll make sure you have what it takes to get on your feet so you can begin reaping the rewards of running your business. From business plan writing to creating digital profiles, inspiring store/restaurant interior designs, building vendor and customer relations, executing operational setup, and more, we're ready to help make your vision a reality.

30+ years of expertise in business plans, analysis, metrics, operations, turnaround consulting, management, budgeting, project management, CRM, customer service, development and sales, general management, logistics, retail and wholesale, manufacturing, marketing, communications, public relations, and vendor management.

We enable deeper business understanding to support better, faster decisions. We help companies realize marketing goals; build your brand; drive sales growth; attract new prospects; streamline operations, increase profits, and improve overall performance and efficiency.

Business Strategic Plans

We have the tools to help you successfully start, grow, innovate, and lead your business today: Ideas, resources, advice, support, tools, strategies, technology, real stories, and real business examples. Our Business Consulting services bring



Designs Group Consulting
International

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Call **501-209-2806** for your FREE 1-hour consult.

A man and a woman in business attire are shown in a professional setting, likely a coaching session. The man, on the left, is wearing glasses and a suit jacket over a light blue shirt. The woman, on the right, is also wearing glasses and a light-colored blazer over a white top. They are both looking towards each other, with the woman gesturing with her hand as if explaining something. The background is a blurred office environment. The top of the image features a brick wall texture.

Small Business

COACHING

Be Equipped.

Through our small business coaching, we at DGC are about equipping your business with the tools, resources, and strategies needed to achieve your goals and enjoy future success.

Our business coaching services can help you adapt to today's market dynamics and continue to compete no matter what threats you might be facing. Whether you're experiencing challenges with company culture, internal processes, or need a new business strategy to reflect your envisioned future, we're here to help.

Together we can envision, inspire, and transform your business.

No task is too small.

No challenge is too great.

“We are a growing and dynamic creative group obsessed with brands of all sizes with great big ideas. Our flexible approach and global reach create a deep understanding of your brand. Through collaborative efforts, we help automate and streamline your marketing efforts with a broad range of services to help you implement an integrated strategy for success.

A marketing team and so much more, DGC also provides access to professional support to make your business a success. We understand the issues facing businesses in today's changing marketplace and can assist...from general management to turn-around consulting and operations overhaul. DGC's toolbox of skills will help to achieve your goals. Ask about our business consulting service and small business coaching service.

At DGC, we take the time to understand your organization and customers to help you build a powerhouse capable of delivering results without paying monstrous overheads. With our vast and diverse skill pool, no task is too small, and no challenge is too great.”

– Dannet Botkin, President & Founder



Designs Group Consulting

Order your very own 12-page magazine featuring custom branding on the front and back cover, along with impactful content and graphics in the heart of the magazine, plus 2 1/2 pages inside fully customized with your message. Perfect for all industries, from Real Estate and Home Builders to Medical Providers and Art Galleries!

at home
with DGC
WINTER 2022

WINTER DECORATING TIPS & TRENDS
BUTTERY ALMOND CAKE
WINTER SAFETY
WHAT IS A CRS?
HOT SPRINGS VILLAGE SNAPSHOT

Kathy Sherman, Realtor®
Executive Broker, CRS, SRES
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Cake
1 pkg white cake mix
1/3 C butter (melted)
1/2 C almond extract

Frosting
1 1/2 C butter (softened)
4 C powdered sugar
1 C almond extract
3 T milk
1 C almond almonds

Preheat oven to 350 degrees. Make cake batter according to the package directions, substituting melted butter for oil, and adding almond extract to the batter. Bake in two 9" x 13" pans as directed on the package. Let cool. Blend all frosting ingredients in a blender. Pour over cake layer and top with 1/2 C almonds. Place second layer on top. Press the rest of the cake and top with the rest of the almonds.

Fall Decorating Ideas for a Stylish and Cozy Home

This year, take it up a notch with everything from eye-catching wreaths to floral patterned throw pillows.

Earthy Entryway Wreath
Add a wreath full of bright fall leaf colors to your door or create a stunning wreath using blackberries and feathers or pine cones and fall flowers.

Layer Accent Pillows
Pair neutral throw pillows with patterned styles in warm terracotta hues or layer a mix of solid fall colors. When possible, pair the accent pillows with fall appropriate fabric shades.

Fall Touch Fun
Outdoor entertaining spaces deserve a fall touch too! Bring the indoors out, with orange and brown throw pillows and blankets, a rust-colored coffee table, and some apple heart doormats and drinks.

Cozy Patterned Blankets
For an outdoor fall treat, cover seating with warm-hued blankets that keep the style (and your guests) cozy.

AT HOME WITH DGC | KATH

DID YOU KNOW?

Hot Springs Village real estate has been consistently selling over the asking price in 2021. Plus, vacant land sales increased to over 50% and the average home price soared from \$220,000 to \$281,000.

Nearly **6 in 10** houses are selling over the asking price.

“House prices are in no danger of a decline due to tight inventory conditions, but I do expect prices to appreciate at a slower pace by the end of the year...”
— Lawrence Yun, Chief Economist, NAR

AT HOME WITH DGC | KATHY SHERMAN (10)

Approved Custom Homes, Inc.
Approved Realty Investing in Hot Springs Village.

Hot Springs Village has always attracted the eyes of discerning real estate buyers and investors, but it has changed in the past few years. The market for real estate is booming. Whether you're buying, selling, or speculating on your next step, Approved Realty has the expertise to help you explore your real estate options. Approved Realty acquires titles on bids, and sells property lots, builds custom homes, assists with home remodels and buy flips, and offers financing. Their team covers the bases to help you make the right decision today to learn more.

Call 501-984-5885 today to learn more.
Brent Grey, Owner

Log Homes Built to Last a Lifetime and Beyond

Log homes have a lasting appeal that never goes out of style. As one owner said, "A log house is not just a house, it's a combination of yesterday and today and will be around for many generations." You can find the custom construction to ensure and history from the moment you open the door. The rustic ambience is just one reason people choose log homes.

Healthier for You and the Environment
The fine, dense log homes are made of all-natural components. You won't suffer off-gassing like you can with man-made building materials. Log home construction, coupled with low-VOC, natural organic components and regular HVAC maintenance, will create a healthier indoor environment for you and your family.

For the Environment: Not only are logs a renewable resource, but they contribute to reforestation and healthier forests. Unlike planted 2-4" logs, the cutting process for log homes reduces construction waste and minimizes the carbon footprint as the process cleans log manufacturers' eyes for the waste they do create into much or even better to burn their mills.

A Suitable Investment for You to Come
The warm appeal of a log home extends beyond the natural beauty of the walls. The thermal mass and durability of logs make the home safer in the event of a storm. One of the features owners appreciate is the lower fireability of log homes. Open fires make it easy to entertain when you're in the woods. The versatility of log homes, open fires make it easy to entertain when you're in the woods. The versatility of log homes, open fires make it easy to entertain when you're in the woods. The versatility of log homes, open fires make it easy to entertain when you're in the woods.

from Drab to Fab!

DGC's team offers interior design services to improve your rental home bookings, visually merchandise your retail shop, decorate your restaurant, and update / design your business offices. **Schedule your 1-Hr free consult today.**



Rise to the next level.



Your solutions found. Every business has its own unique obstacles and opportunities. We develop and implement a customized growth strategy that creates, nurtures, and ensures a plan for success for your business from the ground up.

Does your brand need an edge over the competition? Our services are data-driven and consistently provide our clients with measurable results. Get expert guidance and implementation for business strategy, structure, management, marketing, and operations. We've been helping many entrepreneurs and businesses break through their roadblocks, find solutions, and implement them with great results.

We are passionate about what we do and care about your success. We help brands at all stages of business development. Whether you're a startup, small business, larger corporation, or you need a fresh-external perspective, we help move your business forward with high-value opportunities and critical advancements to achieve dynamic results.

When you succeed, we succeed.

Our extraordinary team of caring and seasoned professionals are eager to provide you with a fresh perspective, strategic direction, and guidance to accomplish your goals.

We're individuals with different passions and strengths who take as much joy in the work we do as the people and companies we work with. At DGC, we're truly invested in helping you launch, tune-up, or fine-tune your business.

Let's get started. Call us today at 501-209-2806!

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