

# Business Connection

Strengthening the local economy and serving members for 70 years



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## Business Spotlight

### THE VIDEO BOOK – IT'S SO EASY!



Great For:

- Self-promotion
- Sales training
- Family memories
- Business presentations

THE PERFECT GRANDPARENT GIFT!



At ThinkSpot, we think things through

## The creative process of being an entrepreneur

By Barbara Krafchin, ThinkSpot, Inc.

For 35+ years, I was a driven New York City creative service and product development entrepreneur and business owner. I led design teams and managed resources on more than 2,000 projects, working mostly with sales and marketing departments in the financial, publishing, media and consumer products industries. Powerful presentations and high-impact messaging were the challenge. Today, nothing has changed... except the technology and the world in general.

That's why I developed The Video Book, an elegant, easy to operate, presentation platform bound in a customized hard book cover. It delivers a high impact visual experience that engages and connects with the audience. The Video Book combines traditional print with a vibrant, clear and precise 7" HD screen that brings marketing messages and visual assets to the next level. The covers can be custom designed to meet your specific marketing and communication needs. In today's world, in-boxes and cell phones are inundated with messages.



Barbara Krafchin

With The Video Book, whether watching an image gallery slide show, a 10-minute presentation or a 90-minute video, the viewer will have a unique and memorable experience. There are no wires, no networks, or security concerns. The user just simply opens the book. It's also ideal for a grandparent gift, a year-end holiday message, special events, weddings and so much more.

Being an entrepreneur is in itself a creative process. It's a passion filled with dreams, successes and sometimes failures. For those of us who have endured, it's often a lifetime of hard learning and great inspiration. My passion is to share my experience with those people of any age who find themselves on this journey and help guide them through the emotional maze that can sometimes

be daunting. I do this most often as a mentor and on a select basis as a paid consultant.

To learn more about The Video Book, or to order one for business or personal use, visit my website at [www.thinkspotinc.com](http://www.thinkspotinc.com). To connect with me, email me at [hello@thinkspotinc.com](mailto:hello@thinkspotinc.com).