

Singer's 'Little Girl' gives a Fortune to the International Workplace

International singer/songwriter, E. Walter Smith, discusses how the strategy used to market his hit song, Little Girl, can be used to make any venture successful.

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As you listen to **Little Girl**, a beautiful ode to the magic of the father daughter relationship performed by **E. Walter Smith and American Idol contestant Tatiana McConnico**, the last thing on your mind is an amazing marketing campaign. However, without it you might not have ever heard the first note of this incredible song. <http://www.TheLittleGirlSong.com>

When **Bridget C Lewis**, principal consultant at **Workplace Learning Solutions**, a professional consulting group specializing in solving workplace learning and performance issues, heard Little Girl she wiped the tears from her eyes, called her dad to tell him that she loved him and forwarded the link to the song to her closest friends. Soon after, she came across an article written by E. Walter Smith titled, **The Fortune Is In the Follow-Up**. Smith's detail account of how he was able to garner support of his song from celebrities, athletes, social organizations and international "movers and shakers" was inline with one of the key messages that she shares with her clients.

"We all know the many follow up techniques that are available to establish effective, productive, profitable relationships. The real question is, "Are you following up on the things that will really bring you a fortune?" asks Lewis in her June 2010 Performance Power! Newsletter.

Smith's discussion of how follow up serves as the golden thread in relationship building and establishing trust with those whom you want to do business is a simple concept. However, many businesses fail in its execution. Luckily, you now have access to the blueprint for success and maybe the inspiration to write your own hit song!

You can read Smith's article in its entirety in the Performance Power Newsletter.

<http://www.workplace-learning-solutions.com/Performance-Power--Newsletters.html>

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