

# Image Matters

By Joe Mounsef

**CONNECT FASTER  
WITH QUALITY CUSTOMERS  
NOW.**

Brand Design, Websites,  
Social Media Marketing,  
Software and Training

•••

# How to Connect faster with quality customers

•••



**10 TACTICS EXPLAINED**

**MAKE MONEY FASTER**

# FACTORS FOR BUSINESS SUCCESS

## CREATE TRUST AND RELATIONSHIP

TIME	FAST ACQUIRING CUSTOMERS
QUALITY	QUALITY CUSTOMERS
LOYALTY	RETAINING CUSTOMERS
REFERRING	REFERRAL CUSTOMERS
INFLUENCER CUSTOMER	CUSTOMER THAT INFLUENCE OTHERS TO BECOME YOUR CUSTOMER
MARKETING	CONTINUOUS MARKETING
BRANDING YOURSELF	LOCAL COMMUNITY AND KNOWLEDGE

# WHAT I WILL SHARE WITH YOU

01

**YOU & YOUR BUSINESS  
ARE ONE**

02

**SELL A SOLUTION NOT A  
PRODUCT OR SERVICE**

03

**QUALITY AND FAST  
REACH CUSTOMERS**

04

**YOUR BEST CUSTOMER  
PROFILE**

05

**ADVERTISE LITTLE;  
COMMUNICATE MORE**

06

**THE POWER OF  
COLLABORATION**

07

**THE POWER  
OF SHARING**

08

**STRATEGIC  
CONTENT**

09

**GOLDING RULES  
FOR POSTING**

10

**PRICING  
STRATEGY**

**AND 2 BIG TACTICS**

⋮⋮

## **DIPLOMAS**

AA COMPUTER SCIENCE

BA BUSINESS WITH MARKETING CONCENTRATION

## **PROFIL**

Founder/Director of Image Matters [www.imagematters.me](http://www.imagematters.me)

IT and MEDIA adviser for Tyre Community School – [tyreschool.net](http://tyreschool.net)

IT and MEDIA adviser for Adventist School Mouseitbeh – [mass.edu.lb](http://mass.edu.lb)

MEDIA ADVISER VOLUNTEER FOR “I battle disease NGO” [facebook.com/ibattledisease](http://facebook.com/ibattledisease)

MEDIA ADVISER VOLUNTEER FOR “Body and Soul Leb NGO” [facebook.com/bodyandsouloflebanon](http://facebook.com/bodyandsouloflebanon)

VOLUNTEER TRAINER

## **Connect with us**

[www.imagematters.me](http://www.imagematters.me)

<https://www.facebook.com/imagematterslb>

<https://www.linkedin.com/in/joemounsef/>

<https://twitter.com/MounsefJoe>

<https://www.instagram.com/joemounsef.imagematters/>

<https://goo.gl/8jHca6>

## PORTFOLIO

### Websites

[www.moukhtara.gov.lb](http://www.moukhtara.gov.lb)  
[www.brandsmena.com](http://www.brandsmena.com)  
[www.emilghazal.com](http://www.emilghazal.com)  
[www.wilfar.com](http://www.wilfar.com)  
[www.tyreschool.net](http://www.tyreschool.net)  
[www.lamiaabinader.com](http://www.lamiaabinader.com)  
[www.larchitecte.com](http://www.larchitecte.com)  
[www.dryoussefandraos.com](http://www.dryoussefandraos.com)  
[www.bionicfamily.org](http://www.bionicfamily.org)  
[www.mass.edu.lb](http://www.mass.edu.lb)  
[www.bodyandsoulleb.net](http://www.bodyandsoulleb.net)  
[www.georgemattarart.com](http://www.georgemattarart.com)

[www.msca-architects.com](http://www.msca-architects.com)  
[www.issamedical.com](http://www.issamedical.com)  
[www.alphabete.org](http://www.alphabete.org)  
[www.ashkarconsult.com](http://www.ashkarconsult.com)  
[www.interiorandarts.com](http://www.interiorandarts.com)  
[www.nordic-consultants.com](http://www.nordic-consultants.com)  
[www.osgleb.com](http://www.osgleb.com)  
[www.lecedrevert.com](http://www.lecedrevert.com)  
[www.lsgp.org](http://www.lsgp.org)  
[www.ritaesber.com](http://www.ritaesber.com)  
[www.fadinahas.com](http://www.fadinahas.com)  
[www.creationimage.net](http://www.creationimage.net)

### Social Media

[www.facebook.com/imagematterslb](http://www.facebook.com/imagematterslb)  
<https://www.facebook.com/creationimagefr>  
[www.facebook.com/masslb](http://www.facebook.com/masslb) (+ YouTube)  
[www.facebook.com/leap2S](http://www.facebook.com/leap2S) (+ Instagram, twitter)  
[www.facebook.com/ideadipia](http://www.facebook.com/ideadipia) (+Instagram)  
<https://www.facebook.com/aitgroupleb>  
<https://www.facebook.com/alphabeteLC/>  
<https://www.facebook.com/issamedicalofficial>  
<https://www.facebook.com/brandsmena>

### Branding

Alphabete.org logo and brochure  
Tyreschool.net logo and Brochure  
Issamedical.com logo, business cards, stickers  
Idea Di Pia logo, business cards, etc.  
Imagematters.me logo, business cards, etc.  
Creationimage.net logo, business cards, etc.  
Lecedrevert.com logo, business cards, etc.