

# Once in a Blue Moon Becomes Everyday

## Marketing Pro Finds Success as Own Boss

LANCE ALLAN, The Daily News  
When Linda Bourassa began taking on freelance marketing projects while working in advertising at an area bank, it was just a part-time thing something she did once in a blue moon, she said.

So in 1991, when Bourassa decided to turn that part-time work into a business, she immediately knew what she'd name it-- Blue Moon Inc. Marketing Consultants. The name fit well, as Bourassa continued doing marketing work only on occasion.

Back when I was with Union Planters (now Regions Bank), I would occasionally do a freelance project, and that's actually how I came up with the name I would take a freelance job once in a blue moon, Bourassa said. Then when I incorporated it, I worked on it a little more seriously.

And today, Blue Moon is a daily operation; Bourassa has devoted all her working hours to the one-woman business since 2001.

Image building. Blue Moon works with clients ranging from financial institutions to non-profits to chambers of commerce and even a lawn service.

I work with companies that want to increase visibility, improve image and drive traffic to increase sales, Bourassa said. A lot of image and sales support is primarily what I focus on. Public relations is a large part of it. Sales support is another aspect of it that is, making sure I get them in front of people they're targeting.

Among other services, Blue Moon

works to heighten a company's profile by creating printed materials, writing copy for marketing materials and press releases, and managing events.

One of my clients, a financial advisory firm, I work with their advisers to identify their best markets, Bourassa said. Then I work with them to come up with a plan on how to get before those markets. Really, whatever it takes to get them before people. Visibility is a key element.

Outside expertise. While Blue Moon operates with a one-person staff, Bourassa does rely on others from time to time.

I will pull in specialists to work with me on projects, she said. If I have a need for someone with expertise, these are people I've worked with over the years. I have one associate who is very strong on events, putting together events, so whenever there is a big event, then I will pull her in.

A natural fit. It makes sense that Blue Moon works with financial institutions, considering Bourassa's background.

She had been vice president of advertising at Union Planters Bank, now Regions Bank, for several years when she incorporated Blue Moon in 1991. After leaving Union Planters, Bourassa helped ServiceMaster, which was one of Blue Moon's clients, with a startup subsidiary. She subsequently was recruited to serve as marketing director for the company.

Following her stint at ServiceMaster, Bourassa served as marketing director for Powertel Wireless Services until the business was acquired a few years ago.

As the regions third employee, she was a major part of the business, launching Powertel in Middle and West Tennessee and in Mississippi.

Her banking and retail background has helped Bourassa in servicing customers.

I have really pulled on where my experience has been in selecting the clients that I like to serve, she said.

Going solo. After leaving Powertel, it made sense to Bourassa to begin building her business.

I decided I was just going to do Blue Moon full-time, she said. About the last couple of years, I've seriously been working the business. It sort of just happened. I wound up getting projects in the interim (after leaving Powertel), and somehow it just happened. And she found that being her own boss was pretty tough to beat.

After working on my own for a little while, just doing random projects, I liked the independence, the freedom, the flexibility of my time, Bourassa said. I really liked it, and the commute to work was great. Bourassa works out of her Germantown home office.

One-woman operation. Running a marketing firm solo has its challenges.

The bookkeeping side-- thank goodness I have a good CPA, Bourassa laughed. I love marketing; I love what I do. I love working with people to help them increase the size of their business and make it stronger and better, but you also have the back room stuff, the billing and all that goes with that. If there is a drawback, that would be it.

While she has her hands full running the business, Bourassa believes she can offer

services to clients that larger firms can't.

I do get so involved, she said. I don't just come to them with a plan; I make sure the plan gets executed. I'm right in the middle of it from the beginning to the end.

This is my company, but when I'm working for them, their company is my company, too, and I try to make sure things are done the way I would want it done if it was my own business. I don't get an account and send it to someone to do the execution.



**Blue Moon Inc.**  
**Marketing Consultants**  
**Owner: Linda Bourassa**  
**901-335-0197**  
**Founded: 1991**  
**Basics: Blue Moon Inc.**  
**helps a range of client**  
**companies improve visibility,**  
**drive traffic and increase sales.**