



Article Side

Improvise, Adapt, and Overcome by

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Improvise, Adapt, and Overcome—the Modern Battle Cry for Small Cap Investor Relations.

If you served in the military, or have ever been around any branch of the service, then you’ve most likely heard this before.

“Improvise, Adapt, and Overcome.”

Adopted as an unofficial motto of the United States Marine Corps, many of you may remember hearing Gunny Sergeant Thomas Highway saying it over and over again in the movie, Heartbreak Ridge.

What a crusty old curmudgeon Gunny was. But he knew how to survive and he knew how to keep his team alive and moving forward. They accomplished their mission because they made appropriate adjustments—they thought outside the box.

BUT what you ask, does this have to do with investor relations for small cap companies, or small cap stock marketing or micro cap market awareness? What does it mean to me? All good questions indeed .

Improvise, Adapt, and Overcome (IAO) — Here’s what it means to your IR Strategy

It means finding what works for the immediate objective—and that is effectively creating market awareness for your company.

It means recognizing what worked in the past—may not this year; and what works now could be a radical departure from what you knew used to work.

It means doing it until the concept of IAO becomes ingrained into your very nature.

So, what are you doing to improvise, adapt, and overcome? Are you thinking outside the box? Are you moving forward? Are you keeping your team (read that as your company) alive and growing?

How are you going to stand out in a crowd of 20,000 public companies, all clamoring for attention, and make sure the right investors hear your company’s story?

How are you going to find the right kind of new shareholder who will buy and hold your company’s securities and be there with you for the long haul? This is key to optimizing a sustainable market cap.

How are you going to use your limited resources to your best advantage?

Let’s face it—the CEO of every S&P 500 company, those on the NYSE and plenty of NASDAQ companies too, have a travel allowance bigger than most small cap investor relations annual budgets.

This is where we can help! Because, we know how to help you market your other product—that’s your stock symbol. We call it “Financial Branding.”

Small Doesn't Mean Bad! Small Just Means Small! and Small Cap Strategies Can Mean Big Results

"The 'small cap' label doesn't automatically limit what a company can accomplish relative to its large cap counterparts," maintains Tom Newberry, vice president of corporate communications at Framingham, Massachusetts-based GTC Biotherapeutics.

"Once you have the sufficient set of resources to work with [as part of] your strategic IR plan," he says, "you can get as good or better response as the large-cap names."

Adaptation is the key, maintains Newberry. (Source: IR Monthly Update)

In keeping with this line of thinking, the media tools and financial communications strategies that micro cap and small cap companies have available for investor relations programs are evolving right along with the challenges of a changing industry. This website, www.microcapmarketplace.com is a good example of a unique media resource designed specifically for the micro cap and small cap sector.

MicroCap MarketPlace (MCMP) is founded on a solid premise of providing "News, Research and Editorial Support" for companies with a market cap of usually less than \$500 million.

Thousands of new potential shareholders for your company are visiting MicroCap MarketPlace monthly! and our investor community is growing.

MCMP and its many affiliated media assets including sister publications, websites, investment newsletters and proprietary investor databases, can be leveraged for your company's benefit.

We can draw upon a wealth of small cap investor relations and media experience to help you accomplish some of the main objectives of a small cap IR program:

PRIMARY PROGRAM OBJECTIVES

- 1 Expand corporate awareness and media coverage
- 2 Broaden retail and institutional shareholder bases
- 3 Improve liquidity and trading volume
- 4 Increase interest for potential investors

And! successful Financial Branding/Communications Programs can help achieve a stock price that reflects a company's true intrinsic value, thereby:

- 1 Reducing cost of capital
- 2 Facilitating mergers and acquisitions
- 3 Creating wealth for key employees and advisors
- 4 Providing an important recruiting tool for attracting and maintaining the best possible personnel
- 5 Helping clients achieve optimum, sustainable market value for their securities.

Success is achieved through a skillful integration and professional presentation of corporate news, investment research, editorial support and corporate fundamentals to qualified investors and shareholder audiences through our proprietary media channels and strategic affiliates.

Now, here's the rest of the story! the very survival of the Marine Corps has depended on their

following the motto of: **Improvise, Adapt, and Overcome.**

Several times the Corps has fallen into disarray since the founding of the Continental Marines in 1775. Following the War of 1812 and the latter part of the 19th century were periods of declining strength and introspection about the mission of the Marine Corps.

Originally formed to conduct ship-to-ship fighting, provide shipboard security and discipline enforcement, and assist in landing forces, the Navy's transition from sail to steam put into question the need for Marines on naval ships; indeed, the replacement of masts and rigging with smokestacks literally left Marine marksmen without a place to set up shop.

However, the Marines figured out they could serve as a resource for interventions and landings to protect American lives and property in foreign countries.

Its mission therefore evolved with the changing military doctrine and foreign policy of the United States. Owing to the availability of a trained force at sea, the United States Marine Corps has served in nearly every conflict in United States history.

It attained prominence when its theories and practice of amphibious warfare proved prescient, and ultimately formed a cornerstone of the Pacific Theater of World War II. By the early 20th century, the Marine Corps would become one of the dominant theorists and practitioners of amphibious warfare.

Its ability to rapidly respond on short notice to expeditionary crises has made and continues to make it an important tool for American foreign policy. (Source:Wikipedia)

OK, so the Marines made it work; they improvised, they adapted, and they overcame to become arguably the most efficient, and feared military force the world has ever seen.

This is why we think the concept of "Improvise, Adapt and Overcome" is applicable in today's IR landscape.

Call, email or send us a smoke signal. We want to help you IAO.

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