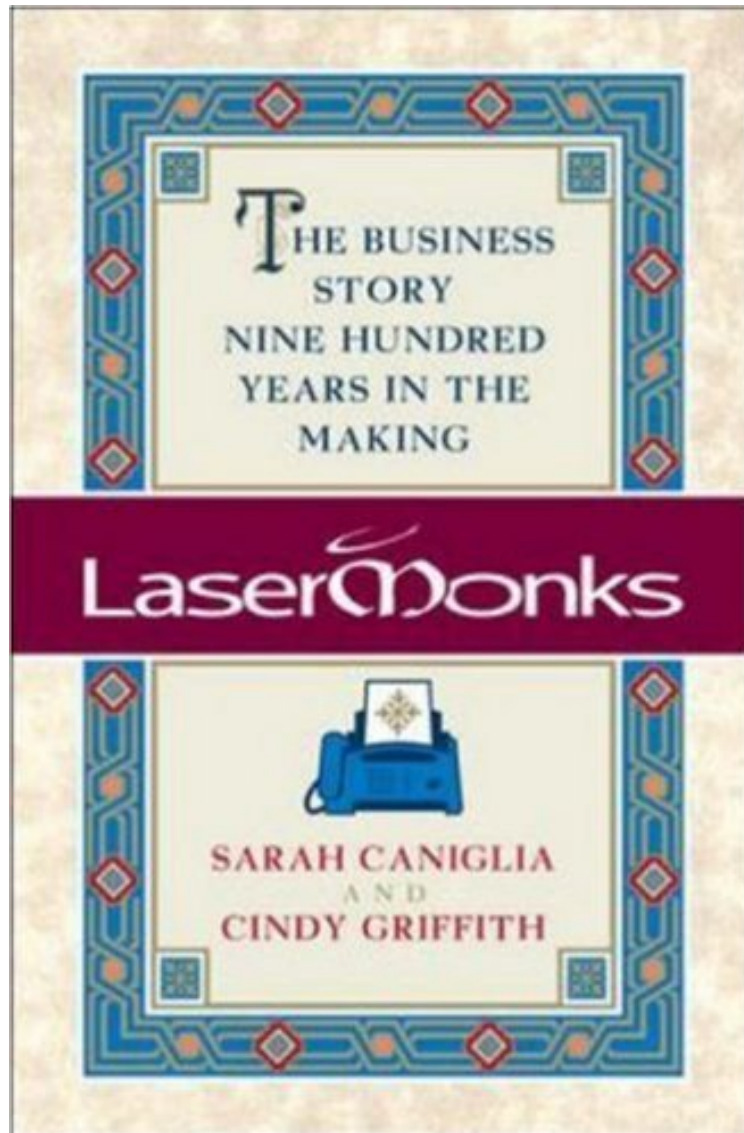


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Lasermonks: The Business Story Nine Hundred Years in the Making

Sarah Caniglia, Cindy Griffith
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Sarah Caniglia, Cindy Griffith : Lasermonks: The Business Story Nine Hundred Years in the Making before purchasing it in order to gage whether or not it would be worth my time, and all praised Lasermonks: The Business Story Nine Hundred Years in the Making:

1 of 1 people found the following review helpful. Fascinating StoryBy ianI was amazed by these women's story, and ingenious innovations. This story is really less about monks and more about what you get when you combine hard

work, insight, business knowledge, and compassion. A must read for entrepreneurs who also want to help the economically disadvantaged.

In the beginning, a hardworking group of Cistercian monks ran out of ink for their office equipment. When they saw the high price of replacement cartridges, they decided to launch their own company, selling ink and toner cartridges online at competitive prices. Soon, they caught the attention of two marketing and management consultants who inspired by the monks' dedication to charitable work formed MonkHelper Marketing, Inc. to help promote and ultimately run the business. This is the gospel according to LASERMONKS Based upon the centuries-old principles of St. Benedict, LaserMonks' unique approach to business has set a new standard for socially conscious companies. Their unusual and fascinating story is a true testament to the concept of "good work." By combining simple customer courtesy, savvy marketing techniques, and strong community service, you'll learn how to stand out from the competition-and reap the rewards. You don't have to be a saint-or a monk-to benefit from these five building blocks to success. LaserMonks will show you how to: 1. Create a market space by reshaping the reasons why consumers purchase. 2. Provide excellent customer care by following the Rule of St. Benedict (courtesy and hospitality for all). 3. Find and capitalize on your unique strengths. (LaserMonks set themselves apart by making charity-giving an integral part of their business.) 4. Streamline operations. 5. Manage your success by balancing profits and giving, keeping customers happy and staying true to your mission. Filled with step-by-step advice, insider strategies, and uplifting spiritual guidance, this is so much more than a business book. It is a complete way of life-for you, your company, and your community. A way to overcome the challenges of a crowded marketplace and build strong relationships with your customers. A way to serve everybody's needshelp;personally, professionally, and profitably. For your business, it's a revelation. For your soul, a blessing.

From the Back CoverHow did 5 Cistercian monks from Wisconsin create a \$10 million Internet business? As miraculous as it sounds, they simply followed the Rule of St. Benedict-a nine hundred-year-old tradition of kindness, hospitality, and charity. By applying these basic Christian principles to the fiercely competitive world of e-commerce, the entrepreneurial brothers have managed to build a surprisingly successful ink, toner and office products company called LaserMonks.com. Their story is a true inspiration, a triumph of marketing, public service, and humanity. These are the new "commandments" of business; Thou shalt: Bring joy and meaning to your work. Involve the customer in your mission. Position your company as socially conscious. Grow financially and spiritually. The LaserMonks success story proves that giving is good business. That it's possible to combine commerce with compassion. That consumers are willing to purchase with a purpose. And that you, too, can make a difference-and a profit-at the same time. This is what "good work" is all about. About the AuthorSarah Caniglia and Cindy Griffith run MonkHelper Marketing, Inc., the company that manages LaserMonks.com on the monks' behalf. The duo has also introduced new monastery-linked product websites-BenevolentBlends.com and MonkEGifts.com. Their work for LaserMonks, and for other clients, such as Providence Academy, Mount Angel Abbey, St. Benedict Monastery and Providence Coffee, includes business development, website production, ecommerce platform solutions, and business and management development programs.