



Inspired Logo Design, Branding & Marketing Services

Outstanding MARX is a division of JGS Professional Services

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Who We Are...About Janice G. Sloan

Janice's true passion is empowering small business owners and their employees with their own unique, clear, concise and compelling business image. She believes that **people talk about and promote the products, services and relationships they can represent with pride and describe clearly and confidently...Preferably with a coherent, consistent and compelling true story!**

Having founded JGS Professional Services in 1999, Janice has focused her considerable talents in the much needed areas of **customer service, logo design, branding and marketing services.** Her designs are unique to each client and along with her visual communication skills, she consistently creates strong business images with maximum branding potential.

In addition to her design, branding and marketing strengths in the creation of powerful business images, she is also a talented trainer and public speaker, sharing her knowledge and enthusiasm as she motivates, entertains and empowers her audiences to become better marketers of their own businesses.

Working in the dental industry since 1974, Janice's thorough understanding of dentistry and how the public perceives it has given her a unique position as a **dental practice image specialist.** Her experience in the dental industry has given her added insight into how to build strong brand awareness and manage proud public images with targeted dental markets.



"I successfully brand and promote all types of businesses and I would appreciate an opportunity to earn your business, too!"

What other's have to say about Janice...

"I can't even begin to describe my excitement when I opened the printer's boxes and saw how fantastic our new logo looked. All the ladies in the office were totally excited about their new business cards with our great logo on them. The magnificent oak is truly representative of our office vision that we described to you in our consultation. Also, the branding program that you have outlined for the next two years is perfect for the town we live in. We are so thrilled. Thank you for your devotion to our project and your sensitivity to our desires."

Chuck Majors, D.D.S., FAGD, Caldwell, TX

"Janice's passion for her work is infectious and her ideas, recommendations and designs were specific to our very special Houston dental practice. As a team, we've always been proud of our excellent customer service and our dentists' reputation for exceptional work. However, as individuals, we've often found it hard to get everyone on the same page when came to describing to potential new patients and referral sources what makes us so different from other practices. Now, with our new practice name, logo design and tagline that paint such a clear picture of the "story" behind our dentist and his practice philosophy, it's easy! Janice even helped us to write a letter to all of our patients and business associates that told the story and introduced our new "look" at the same time. I'm proud to hand out my business cards, send personal notes to clients and do the many other things that help to "brand" our great practice image!

**Chris Rogers, Restorative Coordinator
Dr. John Sanders, Houston, TX**

"Having the right designer---one who understands dentists, dentistry and their target patient market, as well as logo design, branding, marketing and printing has freed us and our team up to do dentistry. We are extremely pleased with our logo design and the subsequent branding and marketing plans Janice has developed for our practice model. I recommend her services without reservation."

E. Penn Jackson, Jr., D.D.S. San Antonio, TX

A personal note from Janice: I always check references and a list of mine are available to you upon request.

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