

**From:** American Express <Amex@email-americanexpressopen.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 1/7/2015 8:00:15 PM  
**Subject:** Finding ways of attracting new customers and doing business

---

No images? Please [view](#) in your browser for the full experience.

Getting new customers. Finding new ways of doing business. These kinds of goals are at the core of everything Guy Kawasaki does. That's why OPEN Forum® from American Express has partnered with the entrepreneur, author, and brand evangelist to bring you the first in a series of guides to help you grow your business.

**In "The Art of Getting Customers," you'll find:**

- What five key attributes define great products and services
  - Why you should have a mantra for your business
- How to create a "virtuous cycle" that brings in new customers

Join [OPEN Forum](#) to download this guide, connect with other business owners, and find and share advice that can move your business forward.

**CONNECT WITH US**

[Contact Customer Service](#)

[View Privacy Statement](#)

[Update Email Address](#)

[Unsubscribe](#)

---

**Amex Mobile available on the [App Store](#)™ or [Google Play](#)™**

