



Magnifying People, Products, & Services

“Leadership is lifting a person’s vision to high sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.” —Peter Drucker

One of Michele Day’s favorite quotes, above, emphasizes the importance of people, their talents, and the teamwork involved in creating unique and solutions-based software. As the Marketing Specialist for TotalLand, Michele works to emphasize the strengths of her TotalLand team, clients, products, and services.

“My goal in marketing is to magnify the intelligence and power of our software, team, and clients,” said Michele, who has been part of the TotalLand team for over 4 years. “It is a great honor to work with the extremely creative and talented TotalLand team.”

Daily, Michele collaborates with the TotalLand team to optimize marketing campaigns and lead nurturing processes through direct email, social channels, NAPE events, webinars, blog posts, and newsletters. Within the marketing process, Michele implements in-depth research, encouragement, and even a bit of humor. For example, at Winter NAPE Michele incorporated a “Star Wars” theme complete with light sabers. The light-hearted theme lit up the convention leading to impromptu sword fights.



Michele noted that humor is, at times, overlooked but is a necessary component for creativity within the workplace. She quoted an International survey that showed 91% of executives believe a sense of humor is important for career advancement; while 84% feel that people with a good sense of humor do a better job. Another study by the Bell Leadership Institute found that the two most desirable traits in leaders were a strong work ethic and a good sense of humor. Research shows that humor is a fabulous tension breaker in the workplace. People who laugh in response to conflict tend to shift from convergent thinking where they can see only one solution, to divergent thinking where multiple ideas are considered. Further studies show that humor creates an upbeat atmosphere that encourages interaction, brainstorming of new ideas, and a feeling that there are few risks in thinking outside the box. All that leads to greater productivity.

“There is great freedom in working in the Totaland environment where there is serious research mixed in with humor,” said Michele. “The Totaland team promotes creativity and is open to innovative ideas that morph into leading-edge, solution based technology.”

Michele’s research-intensive focus encourages areas of unique application in development and execution of promotional marketing campaigns. Michele focuses on building campaigns to highlight Totaland’s strengths for clients, SEO, content strategy, and identifying new or trending opportunities.



With Michele's strategic, analytical, marketing initiatives, she is passionate about developing a deep understanding of engaging clients and potential clients across multiple channels and mediums.

Her passion for technology has been deeply ingrained since the 1980s, when in college Michele bought her first computer, a Commodore 64, complete with a giant floppy disk and tractor wheel printer.



Combining talents in writing and technology, Michele has published articles in several local and national newspapers and magazines in addition to blogs and websites.

Over the years, Michele helped market and roll-out early hand-held/PDA software distributed by Apple such as PowerForms™, FilePad™, and Hippocates™. She has also been instrumental in marketing for leading medical practice management solutions for Apple such as MediMac™, DentalMac™, and ChiroMac™.

When she is not focused on TotaLand, Michele teaches piano, sings, plays the flute, enjoys reading, exercising, and serving the underprivileged. As co-owner of Proverb Investors, Michele likes the challenge of renovating real estate investments with her husband and three children.