



NDSU Extension

Small Business Newsletter

May, 2011

Well we are nearly at the end of another month. Time to send out just a few stories that I think you will find useful. It has been a business month. Hope you didn't miss US. small business month, 5/16-20. We celebrated the over 17,000 ND small business owners along with the 46,000 sole proprietors and 32,000 farmers and ranchers. While this group operates a wide diversity of businesses, you all have one thing in common – your business is contributing to the economics of your family, your community and the State of North Dakota. Thanks for what you do.

A second major event is the launch of a NDSU Extension Small Business Facebook page. You can find it currently at: <https://www.facebook.com/pages/NDSU-Extension-Small-Business/134279423310115> or go to Facebook and search for “NDSU Extension Small Business”.

I need your help. How?

1. **Find the page and “Like” it.** We need 25 people to get a short URL and offer additional descriptions that aid in search engine rankings.
2. **Use it** - Post thoughts, ideas, helpful articles, and tips for other business owners.

Till next time,
Glenn Muske

glenn.muske@ndsu.edu
www.ag.ndsu.edu/smallbusiness

7 Essential Principles for Small Business Success

Melinda Anderson provides her ideas on the 7 principles that all successful small business owners have in common. I agree with her comments in general. However for the startup business owner, having a defined brand is not something that you have in the beginning, instead it is something you strive for. However you do need to protect your intellectual property, with trademarks, patent protection, and even the way it is packaged.

Probably the most crucial element in all of this is your company name and logo. The first step is to make sure that no one else is using your name. Then take the steps to protect your name by registering it with the ND Secretary of State's office and through the US Patent and Trademark Office.

<http://smallbiztrends.com/2011/05/7-principles-small-business-success.html>

Time Management Techniques

The one thing none of us have enough of is time. Here are 10 time management tips from Entrepreneur magazine. <http://www.entrepreneur.com/article/219553> I might argue that everything you have learned about time management is a waste of time. I would say we each need to find our own way. However the list is something to think about. Number 3, spending time on what offers you the greatest return, #5, plan your day, and #s7, 8 & 9 – block out distractions, are ones that should be a part of your day.

North Dakota Farmers Markets and Growers are on Google maps!

Used by permission from ND Dept of Ag "Going Local" newsletter

Whether you are a frequent farmers market shopper or you have recently decided this is going to be the year you start eating local and seasonally, North Dakota's new local foods Google maps are going to be the one stop connection to help you *find the good stuff!*

North Dakota's U-Pick Farms: <http://goo.gl/maps/Hsy3>

North Dakota's On-Sale Farms: <http://goo.gl/maps/hU4S>

North Dakota's Farmer's Markets: <http://goo.gl/maps/ENJo>

North Dakota's Community Supported Agriculture (CSAs): <http://goo.gl/maps/5s8o>

If you are in one of these types of businesses, you need to get listed. If you eat, you need to check out the offerings.

Managing Your Online Reputation: Even If You are not Online, Your Reputation is!!

Many business owners talk about not having the time to get involved with today's new social media tools. However, failure to monitor what is being said about your company can be devastating. More and more disgruntled customers turn to this avenue as a means to complain. This article gives you some ideas on how to manage your reputation. <http://bit.ly/kO5AEP>

AE OpenForum, 5/9/11

Online: One Way to Get Started

Twitter, Facebook, YouTube, Delicious, etc, etc. As I write this flooding has been in the news for some time this spring and it there is not an end in sight. Well, getting into the social networks online also seems like a flood. There is far too much information for us to comprehend. That is one reason for this newsletter.

But how can you get started? This article gives you one way to begin – start by listening. Good luck.

<http://www.ducttapemarketing.com/blog/2011/05/11/the-single-most-powerful-use-of-social-media-for-small-business/>

Quote of the month

Feeling gratitude and not expressing it is like wrapping a present and not giving it

William Arthur Ward

Check out our website at: www.ag.ndsu.edu/smallbusiness New items are added regularly.

To subscribe or unsubscribe from the newsletter, please contact me at: glenn.muske@ndsu.edu.