



# POWER of Business

## *Tips and Resource Digest: Help for Entrepreneurs & Small Business Owners*

June, 2015

As I get around the state, I often do two things. First, I use a mobile device to see what's around me in terms of businesses or places to visit. Second, I talk with small business owners.

My online work often finds businesses without an online presence or have inaccurate information or having some negative reviews. And yet my conversations with business owners finds them busy maintaining their business and unsure of where and how the online world fits into their operation.

So why bring this up? I also watch people and just see more and more mobile devices. Plus reports, such as the one from BIA/Kelsey, suggests more than 95% of consumers use online media before making a local, yes, local, purchase. While businesses need to be online for the person going through a community, you also need to be online for those living in your community.

Taking on another task is not what anyone wants to do. But I encourage you to think about how it may be a part of your strategy. Talk to others and, of course, keep getting this newsletter and other resources to help keep up with the online world. The first article in this month's **Online** section introduces new technology for customer service.

And one final note, make sure to work with your community to ensure you have high-speed access availability for all. This link is crucial in your efforts.

We hope you enjoy.

Till next time,  
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In Cooperation With



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## Quotes of the Month

*Don't let your dreams be dreams* - Shia LaBeouf

*There is always a better way* - Thomas Edison

*FAIL – First Attempt in Learning* – Paul Hill

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## This Month's Tips

### The EMV Card is coming. Are you ready?

In October, 2015, merchants are expected to have credit card scanners that will take the EMV chip cards that are coming. These new cards offer a higher level of security. Get more information on the card and what you need to do from Entrepreneur -

<http://www.entrepreneur.com/article/247485>

### Bottom-Up Innovation

Great video that discusses how innovation has changed and how it happens so much faster.

[http://www.ted.com/talks/joi\\_ito\\_want\\_to\\_innovate\\_become\\_a\\_now\\_ist](http://www.ted.com/talks/joi_ito_want_to_innovate_become_a_now_ist)

### Start-Up Success

Quick infographic on what seems to help startups get going and succeed long term.

<http://blog.intuit.com/money/how-startups-get-started-and-succeed-infographic/>

### Become a Destination

Getting people to your store is a challenge for business owners. Read this article and then think about what might make your store a destination. Demonstrations are always good. Even non-related special events can work. And maybe you want to team up with others in your area.

<http://www.charlotteobserver.com/2014/07/08/5027844/at-aquarium-store-fintastic-in.html#.U7wL0bUo5aR>

### Visual is Great Marketing

I will admit that I do not take advantage of visual marketing like I should (this newsletter is one example of this). After reading these 17 stats though I am encouraged though to certainly try harder. Again, the article discusses visual marketing in terms of online marketing and that certainly is true. But let's go further and remember it is true in all types of marketing.

<http://blog.hubspot.com/marketing/visual-content-marketing-strategy>

## **Free Visual Content Tools**

No matter what type of marketing you do, a visual element is often a part of it. So here are some suggested tools you might like. <http://blog.hubspot.com/marketing/visual-content-creation-tools>

## **Visuals that Get Shared**

It can be photos or screen captures. Doesn't have to be just the finished product but can include some behind-the-scenes items or action shots or product in use. It is important to make it your own. <http://www.jeffbullas.com/2015/05/05/10-types-of-visual-social-media-posts-that-get-shared-like-crazy/>

## **Local – What an Advantage**

Local businesses can have significant advantages if recognized and used. You are there. You know the market. You are part of the community. So read this and take advantage. And the great thing is that the cost is little or nothing. <http://www.inc.com/theupsstore/going-local-keys-to-grassroots-marketing.html>

## **Trends and Fads**

This video about Crumbs Cupcakes brings lots of questions to mind. Were/are cupcakes a trend or a fad? Should a smallbusiness owner avoid a fad or is it okay to ride one out, in this case for 10 years? What could have been done differently? The story makes a great case study. Likes and desires change over time. Banking on a single product can be a winning idea but it can also bring a quick downfall. Something to think about.

<http://www.nytimes.com/video/business/100000002988911/the-crumbs-cupcake-boom-and-bust.html>

**More Failed Food Fads** - <http://www.inc.com/jill-krasny/not-just-crumbs-other-food-fads-that-went-bust.html>

## **Listening to Your Customers**

Do you listen, I am really listen, to your customers? Do you ask questions? Do you keep the conversation going? These are important in building your successful business.

[http://www.huffingtonpost.com/marty-zwilling/how-great-entrepreneurs-r\\_b\\_5579029.html](http://www.huffingtonpost.com/marty-zwilling/how-great-entrepreneurs-r_b_5579029.html)

## **Money Mistakes**

Probably the biggest is the lack of cash reserves but also keeping on top of your accounts receivables is another biggie. Make sure if stay on top of your finances to keep a strong business. <http://www.score.org/resources/5-common-money-mistakes-small-businesses-make>

## **Don't Push Customers Away**

No business owner would ever push customers away. Well, sorry to say it happens. And the worst part is that you may not even know it. In the online world part of that is called shopping cart abandonment. Do people trust you? Do you display your merchandise well? Do you have in stock what you advertise (happens more than we would like to admit)? Just some of the ways it can happen. See more at: <http://blog.hubspot.com/marketing/ways-push-customers-away>

## **Prototype: Save Time and Money**

Got a new idea and your trying to determine interest, how about a prototype? Even a nonworking model gives the customer something they can see and touch. It also will give you feedback and something you can look at from all angles. Some people are very good at visualizing but there are always surprises. It may save you a great deal of time and money. <http://blog.startupprofessionals.com/2014/07/kickstart-your-startup-credibility-with.html>

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## **Online Tools and Tech Tips**

### **New Capabilities in Customer Service**

This article introduces software that has the potential to give a new meaning to customer service. The product is predictive tech and it takes advantage of the data streams around us and that we generate. Think how this might work in your business. <http://www.inc.com/magazine/201507/amy-webb/why-customer-service-is-about-to-get-much-better.html?cid=sf01001>

### **ABC's of Landing Pages**

If you get people to your page, a science by itself, you certainly want to give yourself the best chance you can to get action. Here are some great reminders of what you need to do to make that happen. <http://www.copyblogger.com/landing-pages-that-work/>

### **Local SEO**

You know your website needs to be optimized so that search engines can find it and that they will give it a high ranking. But did you also know that you can optimize it for local searches? Entrepreneur tells us why and suggests how. <http://www.entrepreneur.com/article/240055>

### **SEO Today**

ROI focused, understanding how people engage, developing content of value, and quality links. Just some of what SEO is today. <http://blog.hubspot.com/marketing/evolution-of-seo>

## **Thinking of Social Media Ads**

If you are considering beginning to pay for some social media ads, here is some information to help you make that decision and to maximize your returns. Such ads do show more clicks. You need to determine how well those clicks turn into dollars. Of course that return depends on how effective you make your ads in terms of getting action. <http://blog.hootsuite.com/beginners-guide-to-social-media-advertising/>

## **Benchmarking and Analytics**

How do you know if you have achieved your goals if you never set any? But you ask, how do you know how to set some goals that are realistic but that make you reach. This article will get you started. <http://www.kaushik.net/avinash/benchmarking-digital-analytics-performance-metrics/>

## **Using Google Analytics**

Get some tips on how to get more out of Google Analytics. <http://www.marketingprofs.com/opinions/2015/27890/five-ways-google-analytics-turns-you-into-the-sherlock-of-paid-search>

## **The New Pinterest Smart Feed**

Pinterest has been a great marketing tool for many small business owners. As they add a new ranking system, you need to make sure your pins get attention. <http://www.socialmediaexaminer.com/pinterest-smart-feed%e2%80%8b-optimize-pins/>

## **Eye-tracking Tablets**

If you are trying to keep up with the newest tech trends, then check out this story about Pizza Hut ordering using an eye-tracking tablet. <http://www.washingtonpost.com/blogs/the-switch/wp/2014/12/01/pizza-hut-wants-to-read-your-mind/>

## **Promoting Your Blog Posts**

Blog posts are like building your business. Don't assume that just because you write it that anyone will find it and read it. The bigger task is building an audience. Some great tips - <http://www.thesocialmediahat.com/blog/how-i-promote-my-new-blog-posts-04162013>

## **Why Blog?**

So why even blog in the first place? Then you could avoid this whole idea of promotion. Many think about blogging as a way to build an audience. It certainly is about trying to

get customers to take action. However the larger, and more potent aspect (and something that is achievable) is to build trust and increase reach. Both of these feed into these other goals but they are really the primary building blocks for developing a successful business. <http://www.socialmediatoday.com/content/2-compelling-reasons-why-you-should-blog>

### **Guide to Starting a Blog**

Hubspot has put together a nice step-by-step guide to get you started as a blogger. Check it out. <http://blog.hubspot.com/marketing/blog-strategy-guide>

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### **What's Going on in the Office**



I had the pleasure of interviewing Tracy Frank, owner of Firehouse Ribs, located in Medina, ND. Tracy's interview was a demonstration of the demonstration of the passion needed as a business owner. She discusses how she came up with her idea and how she has grown the business in its first four years.

Tracy's offered a variety of tips for the business owner. She comments not only on how important it is to be involved in the business but how an owner must also be involved with the community. You can catch Tracy's interview at: <http://powerofbusiness.net/friday-15/tracy-frank-firehouse-ribs-a-foodpreneur/>

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Blogs: <http://powerofbusiness.net/blog/>      <http://smallbizsurvival.com/>  
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