



# *The Update:* Small Business News, Tips & Ideas

*Helping You Reach Your Goals!*

June, 2016



My wife and I don't think alike. When she wants a phone number or address, she heads for the phone book. When I want this information, I head for my phone.

This article, <http://www.bebizzy.com/2016/06/21/google-phone-book/>, takes a look at this changing landscape where your primary marketing presence are the online listings.

Once upon a time, my message for business owners was that you needed to be in the yellow pages. Remember the jingle, "Let your fingers do the walking through the yellow pages." The message was grab the book and find what you need before ever leaving the house.

Today, we still let our fingers do the walking only know it is on the keyboard of a mobile device (See a article on the mobile trend – <https://moz.com/blog/battleground-mobile>) . The statistic quoted in the phone book article suggests that 80% of us do just that for local businesses.

And once you get your correction business information online, make sure you review it on a regular basis.

So get started. Claim your info and ensure it is accurate. And link your website to it so that people can get more information about your business.

Success in business means your customers can find you. If you don't send the message, they won't be at your door.

Hope you enjoy this month's newsletter.

Till next time,  
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In Cooperation With



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## Quotes of the Month

***Nobody can go back and start a new beginning, but anyone can start today and make a new ending*** – Maria Robinson

***Early to bed, early to rise, work like heck and advertise*** – Ted Turner

***I was taught that the way of progress was neither swift or easy*** – Marie Curie

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## Upcoming Events

Webinar from *Building Possibilities* – “What to do with Empty Lots and Roofless Buildings” – Deb Brown and Becky McCray– July 20, 2016 – 6 pm - \$20 – Register at: <https://app.webinarjam.net/register/25006/58e0cb6806>

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## Do You Know??

Check out this USDA microloan program for portable handling and storage facilities and equipment. This includes those growing specialty crops - [http://www.fsa.usda.gov/newsroom/news-releases/2016/nr\\_20160429\\_rel\\_0098](http://www.fsa.usda.gov/newsroom/news-releases/2016/nr_20160429_rel_0098)

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## This Month's Tips

### Keeping a Strong Network

Networks are key to success and the ability to accomplish your goals. Yet over time, networks tend to get less effective as we may fail to maintain them and to keep building them. The article examines the breadth, connectivity and dynamism of a network. It also has an audit tool for you to examine your own network. So take a moment to reflect on what you need to build and maintain a strong network. <https://hbr.org/2015/02/how-to-revive-a-tired-network>

### Network with Networking

Standing around in a room full of strangers can be intimidating. And going up to someone to introduce yourself can make you shake. Yet you know how important networking can be. So try different ways to get it done such as join a work-out group or a community organization, take a special interest class, or even go to a party. All of these can be ways to network. <https://www.themuse.com/advice/4-better-ways-to-network-that-dont-involve-putting-on-a-corny-name-tag>

## **Networking Tips**

Keep moving, follow-up, and be selective of your events are just some of the tips offered. And I would offer one more, if you are nervous going up to people then stand where people come to you such as by the food. Good networking.

<https://www.entrepreneur.com/article/245582>

## **Great Slogans**

“Just do it.” Everyone knows that tagline. But how do you come up with such great marketing like this? How do you sum up your brand in a short phrase? Those phrases need to be simple, memorable, and functional. Get more ideas at: <http://smallbiztrends.com/2015/02/how-to-write-a-great-tagline-slogan.html>

## **Free-use Images**

Creative commons is one way to find images that you can use and not run afoul of copyright laws. However just because an image has a creative common license does not mean there are not guidelines to follow. Things like attribution, ability to modify or change, or use in commercial settings all may be controlled. This article provides a good basic understanding.

<http://www.extedtechs.org/understanding-creative-commons-copyright-laws/>

## **Connecting with Locals**

This article discusses how a restaurant may connect with locals. I would suggest these tips would work for most any business. Local can work for you.

<http://restaurant-hospitality.com/marketing/5-ways-restaurants-can-connect-local-community>

## **Power of Attorney**

As you think about managing your business, having a power of attorney designation can help to ensure that the business can continue if something should happen to you. It may be something you want to consider. Read this article and then talk to your attorney.

<http://www.aqlaw.umd.edu/blog/a-power-of-attorney-a-simple-legal-document-every-farmer-should-understand>

## **11 Steps to Market Your Startup**

Good list of the steps you should take as you prepare to launch your new business. The intro of the article reminds us it isn't easy or quick nor guaranteed.

<http://www.marketingprofs.com/articles/2015/27064/a-marketers-view-an-11-step-plan-for-launching-your-startup>

## **Marketing Resources**

Marketing resources from SBA - <https://www.sba.gov/managing-business/running-business/marketing?SOCMEDMarketingJune%253Fhb=>

## **Desired Entrepreneurial Mindsets**

Entrepreneurs go into business for all sorts of reasons with all sorts of backgrounds and skills. This is a quick and interesting review of the mindsets that investors seem to seek out. Issues like “being curious” and “open to new things” top the list. While some of these might come more naturally than others to you, all of them are items where you can develop your curiosity and ways to keep you exploring. <http://blog.startupprofessionals.com/2015/02/8-entrepreneur-mindsets-that-investors.html>

## **Gauging Customer Sentiment about Your Business**

Many business owners are often hesitant to answer how they think customers view their business. While their initial view will be positive, they often, deep down, are just not sure. Here are some ways to remove the guesswork. <http://www.entrepreneur.com/article/242666>

## **Building a Business Around Hand-Made**

When building a business, so often the thought is about growth and production lines. So the question often arise about being successful in doing handmade items. These can be an opportunity but you need to pay attention to things such as narrowly defining your niche, pricing to make it profitable but still of interest to that niche, and marketing. <http://www.indiebusinessnetwork.com/successful-handmade-business/>

## **Can You Say No?**

Just one of the things many business owners have difficulty with during startup. Maintaining focus and impulse control are two others. Read more about these and what you can do to overcome them. <http://www.entrepreneur.com/article/242462>

**Saying “No” as a Business Owner** - <http://powerofbusiness.net/2015/01/07/saying-no-as-a-small-business-owner/>

## **Being a Business Owner and a Mother**

Many of the tips offered in this newsletter are completely business focused. Often overlooked is the family system which is crucial for the success of a small business. Good article that examines how you can balance both roles at the same time. <http://www.inc.com/marla-tabaka/7-ways-to-reduce-entrepreneur-s-mommy-guilt.html?cid=sf01001>

## **Marketing vs Loyalty**

Marketing gets them there. Loyalty brings them back. And bringing them back in the key to building a steady business. So can you scale back on marketing? Absolutely not. You need to bring people in the door and continue to remind them you are around and what you have going on. You need both. <https://hbr.org/2015/02/marketing-is-dead-and-loyalty-killed-it>

## **Marketing and Our Brain**

You have 3 seconds to get my attention. Emotion is a powerful driver. Our brains loves processing visual data. These are just some of things you need to consider when developing your marketing plan. Get more at: <http://www.marketingprofs.com/articles/2015/27072/six-content-marketing-mythsbusted?adref=nl021715>

## **The Daily Show as a Marketing Guide**

Authenticity. Authority. According to this blogger, *The Daily Show* has shown us just how they can generate a response along with being entertaining. Not everyone will like you but can cultivate a following. Just something to think about. <http://www.copyblogger.com/jon-stewart-authority/>

## **Dealing with the IRS**

That dreaded day comes and there is a phone call or a letter from the IRS. What do you do? How do you respond? The first thing you need to do is to not ignore it, it isn't going away. But before responding, get organized. As much as possible, get your records out and study what they want to talk to you about. Here are some other tips for you - <http://quickbooks.intuit.com/r/taxes/expert-tips-how-to-deal-with-the-irs> .

## **Selecting an Attorney**

These tips for selecting an attorney work for ag as well as any other type of business. Good advice. <http://agrilife.org/texasaglaw/2015/02/17/questions-from-tiffanys-desk-how-do-i-select-an-attorney/>

## **Listening**

How often have you found yourself distracted when someone is talking to you? Do you ask questions about what the other person is saying as you listen? Do you respond to let them know what you think you heard them say? Can you "bite your tongue" and keep quiet when another person is talking? These are just some of the tips to being a better listener. Why listen? Because you can learn so much. Listening is key to engaging and connecting. <http://www.inc.com/lolly-daskal/listening-as-a-business-tool-for-success.html?cid=sf01001>

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## **Online Tools and Tech Tips**

### **Changes in Google Map Ads**

Google is going to make its ads work better from its mobile and mapping capacity. What that means is people searching will be more likely to see your business ad if they are in your area? Could be a great thing for small businesses. <https://searchenginewatch.com/2016/06/03/10-things-you-need-to-know-about-the-new-google-maps-local-search-ads/>

### **Photo Editing**

Sometimes you need to do some photo editing before posting your image. Most of us don't do it enough so that it feels easy or comfortable. Here are some programs that might take out some of the pain. <http://smallbiztrends.com/2015/10/photo-apps-for-windows-10.html>

### **Up-selling and Cross-selling**

You probably have heard these terms used by retailers. Well they work for the online marketer as well. See how: <http://www.marketingprofs.com/articles/2015/28609/five-e-commerce-upsell-and-cross-sell-tactics?adref=nl100915>

### **Local SEO**

With the rapid rise of mobile, your connection needs to be able to be geographically on point. This also removes a lot of competition and helps people find you faster. <http://www.entrepreneur.com/article/240055>

#### **More Local SEO Tips**

Are you ready for voice searches? Do your SEO search terms match the words we use when we talk? That's just one challenge. Get three more. <http://www.ducttapemarketing.com/blog/4-local-seo-tips-for-2016/>

### **Make Your Blogging Effective**

Blogging has been an effective marketing tool for many. Because of that, however, the number of blogs is rapidly growing to the point that the competition is high to get a person to read your blog. To help your blog be one that is read, this article provides some tips. <http://heidicohen.com/blog-post-content-creation-how-to-boost-your-results/>

#### **More Tips on Effective Content**

<https://contently.com/strategist/2015/10/19/infographic-how-to-make-your-content-stand-out/>

## **Focus on Mobile SEO**

You have heard and read a great deal about the importance of search engine optimization. And you have worked very hard to get it done. But have you worked on your mobile SEO? Much of it is the same, but as this article notes, there are some different things you must do. Get more at: <http://searchenginewatch.com/sew/opinion/2431097/mobile-and-desktop-seo-is-there-really-a-difference>

## **Make Social Media Part of Your Marketing**

You have heard this probably many times before. This article gives some great reasons for you to make it so. We live in a digital world. That digital world has lots of influencers who can really help build your business. And it connects with customers. Need more reasons, keep reading - <http://openfor.business/2015/02/11-key-reasons-to-make-social-media-a-part-of-business-strategy-in-2015/>

## **Using Social Media in Your Business**

This article looks at how what really are some of the numbers behind social media returns of businesses. If you read the article you might walk away thinking you don't have to do it. I would challenge that though in that it isn't a numbers game. Your efforts have to be focused on your target market. How are they responding to your efforts? Is it making financial sense? Still this article gives us something to think about. <http://www.kaushik.net/avinash/social-media-marketing-success-guide-businesses/>

## **Social Media Marketing Principles**

Social media can offer some great returns to your business. Those returns can be in awareness, engagement, and trust as well as building your bottom line. To get the most out of it, you need to approach it with some business principles in mind. Those principles include: making sure every action focuses on engaging and selling and had clear instructions. Read more at: <http://www.entrepreneur.com/article/251034>

## **Good Content Marketing**

It needs to have a consistent voice. Use your social channels. Repost the golden oldies. Some ways to make your content marketing work for you. <http://quickbooks.intuit.com/r/marketing/how-to-unite-your-content-marketing-and-social-media-efforts>

## **It's a Visual Web**

Visual content has a 7-times higher conversion rate. Social activity with visuals has a 40-times better response. Visual keeps people on a site longer thus increasing their likelihood of continuing to click. What are your visual marketing plans? <http://www.socialmediatoday.com/marketing/why-visual-content-key-conversion-infographic>

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## What's Going on in the Office?

Family-work balance is a topic that gets some attention, probably not enough, in the popular press and academic journals. June found me involved in some of that balance as I drove a truck with my daughter's and her fiancés belongs some 1500 miles from Texas to Florida.

I love to drive and enjoyed seeing part of I-10 I had never been on. And then I-95 as we turned to go south down. I know that seeing the country from the Interstate isn't the same as from other roads but still find it interesting. I, like many of us, have thoughts about what we will see only to have those ideas change as the miles go by. Driving along the coast was great.

The idea of family-work balance is crucial for small business owners. The two systems, the family and the business, are often deeply intertwined. It's hard to know where one stops and the other starts. Family members and family dollars are transferred back and forth, often with limited records of what occurred. Ask any family member and they will probably tell you that there help in both systems was just expected.

For over 20 years now, I have been a part of a research team, NC-1030 - the Family Business Research Group, that has examined this idea of intermingling and balance among many other topics.

We are gearing up for another five-year effort (go to: <http://www.nimss.org/projects/view/mrp/outline/17996>) where we will be looking at Sustainable Families, Firms and Communities in Times of Change. Our first effort will be to gather another round of information from a set of family businesses that we first interviewed in 1996.

My plan is to provide more information about what we are learning. I hope you will find it helpful.

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### Stay Up-to-Date at:

Websites: [www.ag.ndsu.edu/smallbusines](http://www.ag.ndsu.edu/smallbusines)      <http://powerofbusiness.net>  
Facebook: [www.facebook.com/NDSUextsmallbiz](http://www.facebook.com/NDSUextsmallbiz)      [www.facebook.com/eXtensionentrepreneurs](http://www.facebook.com/eXtensionentrepreneurs)  
Blogs: <http://powerofbusiness.net/blog/>      <http://smallbizsurvival.com/>  
Pinterest: <http://pinterest.com/gamuske/>  
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