



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

*Helping You Reach Your Goals!*

October, 2016



Technology – Where will it end?

This question has been asked for centuries, but, instead of an ending, the changes just seem to be coming faster. A week ago we had the first self-driving semi-truck making a 120 mile trip in Colorado. And last week, the announcement that Vine, a 6-second video channel, was going to close. Social media channels come and go but this one had over 200 million monthly users.

Yet, I continue to watch as lots of stores are still working on getting chip readers up and running. And as many small-business owners consider if they need to be in the social media world or even have an online presence.

Technology will come and technology will go. Implementing technology comes with a cost, time often being the bigger consideration if the owner is thinking long term. Yet it also comes with opportunities, simple things such as being able to take a credit card while at an outdoors craft fair and more complex opportunities such as “Internet of Things (IoT).”

So what does it all mean for your business? I ask that question here as well as in a recent blog post (<http://smallbizsurvival.com/2016/10/where-will-tech-take-your-small-business.html>). I am no sage and have no idea where, or it, it will end. I suspect the pace of change will grow only faster. As a business owner, I encourage you to grab hold and take advantage of opportunities.

Part of our task with this newsletter is to help make you aware of some of the upcoming changes. We would love to hear how you are taking advantage of the new opportunities.

Hope you enjoy this month’s newsletter.

Till next time,  
Glenn Muske  
[glenn.muske@ndsu.edu](mailto:glenn.muske@ndsu.edu)

In cooperation with



\*\*\*\*\*

## Quotes of the Month

***Success comes before work in the dictionary*** – Vince Lombardi

***Don't wait. The time will never be just right*** – Napoleon Hill

***Every moment in life, every opportunity is a choice to innovate and have an impact*** – Frances Colon

\*\*\*\*\*

## What's Going on in the Office?

Talk about passion, this young woman certainly has it and you can see it as she talks about marketing to millennials. Megan Myrdal is involved in local foods through *Ugly Food of the North* and the *Red River Farmers Market* among others. She is a registered dietician, an adjunct professor for NDSU and Concordia and a millennial.

I had the chance to talk with her about her marketing comments just after she keynoted the ND Grocers meeting. See her video at: <https://www.youtube.com/watch?v=ocjygFN-Lyg&feature=youtu.be>

\*\*\*\*\*

## This Month's Tips

### Drop shipping

Drop shipping might answer some of the issues you face with your small business such as inventory control and shipping. With this tool, another company handles these issues. To learn more about it, check out this article: <http://quickbooks.intuit.com/r/online-store-and-retail/complete-guide-dropshipping/>

### Get Attention with Your Headlines

How much do you read of an email or a news story? Many of us don't get beyond the headlines. Headlines that do catch our attention ask targeted questions and leverage valuable content. They also will make us feel like we are missing out on a deal. <http://www.jeffbullas.com/2016/10/04/7-eye-catching-headlines-thatll-get-emails-opened/>

### Watch Your Pennies

Cash is hard to come by for small businesses. It is important that you "follow the money" and check into ways to save. Here is a good list of 50 ways to get started. <http://smallbiztrends.com/2016/10/business-cost-cutting.html>

### Indicators You Are Losing Money

Sometimes we don't want to admit that our business is not doing as well as we would like. If you are experiencing one or more of these 12 items, you may want to take a deeper look at your financial shape. <https://www.entrepreneur.com/article/284063>

### **When Marketing Doesn't Go as Planned**

I don't know of a small-business owner who can't talk about a marketing campaign that didn't work as planned. So how can you avoid it? Well, you can't. Then what can you do? First, learn from your mistakes. Work closely with everyone working on the campaign, whether they are your employees or outsiders. Start small. It helps when you make the mistakes and only a few see it. Just some ideas. <http://www.marketingprofs.com/articles/2016/30796/dont-panic-what-to-do-instead-when-your-marketing-campaign-doesnt-go-as-planned?adref=nt100616>

### **Data Analysis**

You know you need to gather and analyze data to help you build your business. But it can quickly overwhelm you. Here is a good reminder that often we overdo the amount of data we collect. Focus on the three or four most crucial items.

<http://www.drjeffcornwall.com/2016/10/20/easy-way-manage-analyze-campaign-consumer-data/>

### **Timing of Promotions**

Not only is the wording and call-to-action important for your promotions, but so is the timing. More of us respond on Mondays and Tuesdays around 3 in the afternoon. Something to think about. <https://smallbiztrends.com/2016/10/best-times-to-send-offers-to-customers.html>

### **Your First Sentence**

How often do you stop reading at the first sentence of an article? Oh, you may skim another sentence or two but if the first sentence doesn't catch your eye, you are gone. Well, that is also what people are doing to your content. Here are some tips on what makes a good first sentence. <http://www.convinceandconvert.com/content-marketing/how-to-write-a-first-sentence/>

### **Trade Name and Trademarks – Two Different Things**

Article defines the two items and gives you reasons why you need to properly register and use each. The article also outlines ownership rights. <http://smallbiztrends.com/2015/03/biggest-branding-mistake-small-businesses-make.html>

### **Tips on Trademarks**

In a rapidly growing industry, craft beer, how can a person even keep up with all of the trademarks and logos? Read about one example and then get some tips on how best to protect your business. <http://www.entrepreneur.com/article/244854>

## **Tips on Your Name**

Everyone wants to have a name that is clever and catchy. But it's tough to make that happen. As you think about your company's name, remember these tips.

<http://blog.startupprofessionals.com/2015/07/8-business-name-mistakes-that-investors.html>

## **Don't Take These Paths**

We know from research and experience that small businesses that succeed do certain things. Things such as doing and not dreaming or knowing where your resources are or just not having the passion will often spell trouble for the business. What else should you avoid? Read on -

<http://blog.startupprofessionals.com/2015/04/10-paths-which-often-lead-to-early.html>

## **Business Financing**

At one or more points in the life of your business, you will need financing. Do you know that basic terms that bankers and other financial professionals use? Here is a few of them to get you started so you understand the language. <http://www.nerdwallet.com/blog/small-business-finances/10-essential-financing-terms-small-business-owner-understand/>

## **Being a Dad and An Entrepreneur**

Being a parent and trying to open and run your own business is tough. Moms and dads have a tremendously important job, that of a parent, and it is hard to also try to keep a business going. Society has different expectations of each parent. This article takes a look at the dads and how they can balance their lives. <http://www.entrepreneur.com/article/244766>

## **Tips to Writing a Press Release**

Never done a press release or do you send them but wonder why you don't get a response.

These tips might help. <http://www.ducttapemarketing.com/blog/2015/04/03/how-to-write-a-press-release/>

## **What's a Good Idea?**

Does your idea solve a problem? Do lots of people have this problem? These are just a couple of reasons why you might know you have a good idea. Of course there is a big step from having a good idea and having a successful business but the idea is a first step.

<http://www.businessnewsdaily.com/6494-signs-your-business-idea-is-special.html>

\*\*\*\*\*

## **Online Tools and Tech Tips**

### **Why People Follow Brands on Social Media?**

People don't follow your social media marketing because you are promoting your company. They follow you because they are interested. They are also looking for deals and like it if you are entertaining. See more at: <http://www.marketingprofs.com/charts/2016/30713/the-most-annoying-things-brands-do-on-social-media?adref=nl100316>

### **What to Put on Social Media**

You have heard how important social media is to your marketing effort. But you still are wondering what you could offer that your customers or potential market would want to see or hear. This is a useful list of 45 items you can offer, everything from how-to-use-it videos to customer comments to trivia contests. <http://smallbiztrends.com/2016/10/how-to-use-social-media-for-marketing.html>

### **Is Your Social Media Campaign Effective?**

This is one of the biggest questions that many small-business owners are asking. This website, <https://blog.hootsuite.com/tracking-social-media-in-google-analytics/>, offers some answers on how to address this question. You also can ask your customers how they found you and do they use your social media information.

### **Repurposing Content**

Are you struggling to come up with new content? Have you thought about getting more mileage from previous work? Here are some great ideas on how to do it such as videos, infographics, and podcasts. <https://www.searchenginejournal.com/9-insightful-ways-to-repurpose-old-content-and-resurrect-traffic/173699/>

### **Social Media Advertising and the Influencers**

If you happened to see "60 Minutes" recently, you may have seen this story - <http://www.cbsnews.com/news/60-minutes-kim-kardashian-logan-paul-social-media-influencers/>. I consider myself somewhat up on social media marketing but this was a whole new look. It's worth your time to consider this not matter who your audience is but it's crucial if you are trying to attract millennials.

### **Using Location and Twitter to Market**

Here is a useful article that shows you how you can use location with your Twitter efforts to get a stronger marketing effort. <http://www.socialmediaexaminer.com/3-twitter-geolocation-ideas-to-improve-your-local-marketing/>

## **Effective Landing Pages**

This blog post does a good job of helping one understand what a landing page is and the reason that a business owner needs one. They should help to create engagement and action. And the steps aren't that hard – Present the offer, tell how it will help, and next steps. <http://www.copyblogger.com/build-landing-pages/>

## **Social Media in Not Much Time**

You know your business needs to have a social media presence. But all you hear is how much time it will take. Here are some helpful tips on how to make it something that you can do all by yourself without eating up your day. <http://blog.hubspot.com/marketing/scale-social-promotion>

## **Trolls: Who are they and what do you do?**

Trolls are people online who are trying to provoke you and others. This article takes a deeper look at who they are and how you can effectively respond. <http://blog.hootsuite.com/how-to-deal-with-trolls-on-social-media/>

## **Internet Trends Report**

It's important to stay current with what is happening. The Internet continues to be a great tool, something the small business owner must consider. See how things are changing on that platform. <http://www.kpcb.com/internet-trends>

## **Effective Use of Google**

Google can be a great asset in your business. You can use it to effectively market. Here are some tips. <http://www.entrepreneur.com/article/252905>

\*\*\*\*\*

## **Stay Up-to-Date at:**

Websites: [www.ag.ndsu.edu/smallbusiness](http://www.ag.ndsu.edu/smallbusiness)      <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/>  
Twitter: [www.twitter.com/gmuske](http://www.twitter.com/gmuske)

North Dakota State University does not discriminate on the basis of age, color, disability, gender expression/identity, genetic information, marital status, national origin, public assistance status, race, religion, sex, sexual orientation, or status as a U.S. veteran. Direct inquiries to the Vice President for Equity, Diversity and Global Outreach, 205 Old Main, (701)231-7708.

