



Picking The Best Media, Marketing, and Expertise Leads To Success In Taking Your Business To The Next Level

Remember not too many years ago when you HAD TO have an ad in the Yellow Pages book? And if you wanted to be SEEN, it had to be a display ad. And then there was radio and television. Ah, those were the days.

Now, we are connected with so many types of wireless and mobile devices, it does not matter where we're at – we are connected. As a businessperson, how do we know what is the right place to be in touch with our clients and future prospects? You need someone who has spent years in their field and keeps pace with what happening minute by minute. No one better we know than **Linda Adams of Cherry Pick Marketing** to come to your service.

Linda forks to find what each client of hers can utilize best and it varies with the person she is working with. Her company is very well connected and tries to stay on top of emerging trends on a daily basis. But, if she does not have answers that you are looking for, she goes out and talks to her resources and gleams the information that you need to know.

She has been in some form of marketing for years (her husband is into marketing management also). When she first opened her business, life was simpler then. Now marketing

has changed. With the emergence of the internet, and how communications and business have evolved, it is now all about seeing one's website(s), utilizing SEO (search engine optimization), and engaging in all facets of social media.

Linda had her employees bailing out, so she began developing relationships with her vendors across the country. No more brick and mortar for her. She began running a virtual business. Linda can target very specific campaigns and programs that will benefit your company or event in stellar fashion.

She tries to best analyze "what you need with the budget you've got." That means she will try and do the most she can to jump start your biz and do it using your budget to the best of her ability.

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**Weekly
Newsletter**

www.prospectorsclub.com

June 18, 2015



**WE ARE AT DEER CREEK CC,
7300 WEST 133RD, OPKS;
MEET UP AT 7 AM; BREAKFAST
AT 7:25; SPEAKER AT 8 AM.**

SPEAKERS SCHEDULE

See Page 2

**REFERRALS, IDEAS,
SUGGESTIONS, AND
"POSITIVE
REINFORCEMENTS"**

**Neil Spencer of Lighthouse
Auto Sales**

See Page 3

**THANK YOU'S
See Page 8**



UPCOMING SPEAKER SCHEDULE

Here is a list of our upcoming speakers. Please note some events are evenings or away from Deer Creek CC.

ARE YOU INTERESTED IN JOINING PROSPECTORS?

Give Chris Pickering, our Membership Chairman a call at 913-647-9019 or email at cfp@pickeringlawfirm.com before you visit our group so we can make sure there are no category conflicts with our current members.

June 18 – Sean Felton of Hammond Chiropractic at Deer Creek CC.

June 25th – Keith Steiniger at Deer Creek CC.

July 2nd – Meeting to Celebrate our Red, White, and Blue at Deer Creek.

July 9th – SPECIAL BREAKFAST AT Kevin York's home

July 16 – TBA

July 23 – NO MEETING – T-BONES BALLGAME AND TAILGATE.

July 30 – Ed Hutchison of Frechin Pest Control

August – all open dates



REFERRALS, IDEAS, SUGGESTIONS, AND “POSITIVE REINFORCEMENTS”

THIS SPOTLIGHT MEMBER OF THE WEEK is Neil Spencer of Lighthouse Auto Sales. Let's change our focus a bit and give a member each week at least *one referral, or a suggestion or idea to help them improve their business*. Really try and give Neil the best information you can. New ideas, thoughts, or referrals. And Neil - *you be OPEN to accepting all the benefits we are ready to give you*. Here's his info: - phone is 913-484-2960 and email is lighthouzeneil@gmail.com

Trivia Question:-

What's the only Arab country without a desert?



QUOTE OF THE WEEK

TO BE A CHAMP,
YOU HAVE TO BELIEVE IN
YOURSELF
WHEN NOBODY ELSE WILL."
SUGAR RAY ROBINSON



The planet in our solar system that has the longest day is Venus.

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She has some people that are on retainer where with a flat fee, she takes care of everything for them. Having this piece of mind allows her to help her clients build their businesses taking them to new heights.

Linda tries to put together a program to find out who you really are, what you're doing now, who your competitors are, and what they are doing successfully. It's truly what fits best for your company is her number one concern.

One thing she stressed to all of us is how important our Google and Google + listing are. This the former Google Places Page, and there is a lot to manage just this properly. And as of last week's presentation, Google like videos, and ranks pages higher that utilize them on Google and their own sites.

And the other important thing Linda reminded us about was how responsive our websites and internet

provider are. As of May 21, you will get ranked lower on Google if you have a website that is not responsive to all the mobile applications. You will for sure get more referred customers through Google with an optimized website.

There is so much more that Linda did not have time to discuss, but she gave us so many new and fresh ideas, and the ability for us to contact her and let her advice us how we can become more connected and better at getting noticed and found when people search for our keywords for our businesses. Linda – so much more to learn, or we could let you help us and have more time to do other things and “leave the driving to you”.

Thanks for keeping us informed and for the time you take to make sure everyone has the information they need to make informed decisions about their marketing future.

HEY – DO YOUR PART –

MAKE SURE WE ALL SIGN THE THANK YOU SHEETS !!!

BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDAY

UPCOMING EVENTS:-

**June 20th – Our Annual Progressive Dinner –
Save The Date !!**

**BE SURE TO SIGN UP ASAP – Tell us what you're
bringing !!**

**Cocktails & Appetizers – Chris Pickering – 5:30 – 7:00pm
Dinner and Desserts – Janet Stone's – 7:30 - ?**

**Several After The Facts are being organized for the near
future – watch for details soon.**

**T-Bones Family Night – (Tentatively) Thursday, July 23rd
Game at approx. 7:05 pm with a Tailgate from Coach's
before the game in parking lot. – BE SURE TO GET YOUR
TICKETS PAID FOR EARLY.**

**PBC Annual Golf Tournament – Friday, October 2nd at
Deer Creek CC. (There is no meeting on that Thursday,
Oct. 1st). Tee times will be announced closer to date.
Plan on joining us for a great After Hours at Coach's
South after golf (around 5:30 pm).**

**Christmas Party Saturday, December 5th, 2015 – SAVE
THE DATE
At 1520 Grand on Downtown KCMO !!**

PROSPECTOR EVENTS / NEWS / CHARITABLE CAUSES

Village Flower Company is looking to expand our staff with an experienced retail sales person. Must have good verbal and written communication skills. Will need to be able to multi-task and use a point-of-sale terminal for orders. This is a part-time position. Average week would be 20-25 hours with more during the holiday season. Call Cindy at 913-722-1325 for details.

Prospector's Breakfast Club

Attendance and Thank You's Meeting Date: June 11, 2015

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

Adams, Linda JAN KANDY, ED BRAD, GLEN JEFF MORGAN, JAWINE
Kevin York, Keith, Alan Goodheart, Alan Herford, Jen, Sen,

Airey, Douglas Vivek, Mike, Phil, Carol Ann - but not JANE

Ashurst, Chase & Amy Mike M., Rich S., Sean F., Jen S., Das H., Erin B.

Beckner, Pat Jim Bell, Jeff Morgan, Alan Herford

Bell, Jim Alan H., Bryan R., Janet S., Keith S., Mott P., Rick W., Rod K., Vivek D., JF Kennedy, Neil S. ~~Neil S.~~ ~~Neil S.~~

Belzer, Dan Jawine Terstiep, Vivek Dayal, Kevin Boehringer
Phil Giordano

Boehringer, Kevin _____

Bovard, Zach _____

Brosseit, Mike _____

Brown, Erin _____

Cocherl, Stephanie _____

Cunningham, Rick Mike B., Neil S.

Cussen, Kathleen _____

Darby, Mike _____

Dayal, Vivek J Bell, Rick S., Cliff OB, Mike M., Ed-Bug 907, Das H.,
Jenim, Dan R

Douglas, Kyle Mike M., Darby, Rick W., Jenient, Chris P

Eckinger, Bill _____

Eidson, Ken Das Hardin

Emerson, Bill _____

Felton, Dr. Sean Neil Spencer, Chase Ashurst

Foster, Rod Jim Bell, Alan Herford, Alan Goodheart, Eric Brown,
Linda Adams, Mike Darby

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

Giordano, Phil Penny B, Mike M, Daz H, Keith S, Kathleen
Jeff M

Goodheart, Alan SIRNA, SHELTON, FOSTER, EIDSON, AIREY
ADAMS

Goodheart, Bruce

Hardin, Das Das A, Mike B, Evan B, Mike D, Vivek D, Ken E, Phil G, Alan H,
Pat D, Matt P, Chris P, Rich S,

Hawkins, Darryl NEIL SPENCER, KEVIN Y.

Heriford, Alan

Holk, Dan MIKE DARBY, BRAD DARBY

Holland, Ed

Hutchison, Ed Janet, Mike, Rick, Keith, Pat R

Kennedy, John F. Linda Adams, ALAN Heriford, Jeff Morgan, Vivie
Jim Bell

Kopplin, Mike

Mellott, Mike Daryl, Wolverton, Ashurst, Giordano

Morgan, Jeff Phil G, John K, Pat B, Bradley Twiggy

Mortko, Sheri Erin Brown, Keith Steinger, Rick Wolverton, Alan
Heriford, Janine Trishup, Jen Shelton

O'Bryan, Cliff Vivek Daryl, Kevin York, mla Melet

Oettmeier, Dr. Bert Mike Busseit, Mike Darby

Phar, Matt Rick W, Tim Bell, Keith S, Kevin Y, DAS A
Erin B, Alan H, Zach B

Pickering, Chris

Rapp, Bryan

Runyan, Joe

Ryan, Pat

Shelton, Jennifer

Sirna, Richard Heriford, Connelly, Foster, Tunstey, Hank York
Brockman, Ryan Stone, Pelta, O'Brien, Owen, Jim Gordon
Anne, Steve, Darryl, Anita, Morgan, Stone

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

X Spencer, Neil Pat Beckner, Jim Bell, Rick Cunningham, Mike Darby,
Sean Felton, Janine Herstrep.

X Steiniger, Keith Wolverton, Darby, Shelton, Phoe, Adams, Ashurst, Hutchinson
Brown, York, Terstriep, Martelo

X Stone, Janet Ann, Mike B., Ed, Bev, Rick S.

X Terstriep, Janine Sheri, Linda, Vick, Gene, Keith, Danny
Kyle
Trondson, Chad _____

X Twigg, Brad everyone ☺

X Webb, Tyler Das Hardin

X Wilkinson, Ann Janet Stone, Kyle Douglas, Jennifer Shelton
Williamson, Beverly _____

X Wolverton, Rick ED Jim B. CHASE BILLE

York, Kevin _____

GUESTS

Name	Name of Business	Your Position (owner, sales, etc.)
