



## 16 Great New Year's Resolutions for Small Businesses to Make in 2017.

Dear 2016, thanks for all the lessons. We'll be sure to learn from our mistakes and hopefully never make them again.

Dear 2017, we're ready for you. And to show you just how prepared we are, we've created a list of 16 awesome resolutions so your small business can hit the ground running on January 1st. Have a beautiful year, everyone!

**1. Build a website.** From aesthetic photographers to mom and pop shops, everyone is jumping on the website bandwagon. And why not? Creating and growing your network is an important way to establish your business and to stand out from the crowd. Not to mention it's a killer way to get your name out there. Since the core of your online presence is your website, this is your chance to charm all those potential customers.

**2. Be social.** Whether we like it or not social media is a huge part of our daily routine. Without thinking, we check our Facebook, post pictures on Instagram, send messages on Snapchat and Tweet and Retweet without hesitation. With more than 1.71 billion monthly active users only on Facebook, it's a no-brainer that every business owner should invest some time and effort in these platforms.

**3. Write a blog.** If you've been thinking about hopping on the blogging train, now is the time. Writing a blog has heaps of benefits like positioning yourself or your brand as an influencer in your field and boosting your SEO

(Search Engine Optimization) mojo for your website.

**4. Double check your keywords.** After creating a gorgeous website, it's time to bring in those potential clients. Double checking your keywords is a great way to ensure your site shows up as high as possible on Google results. Friendly reminder: keywords are 2 to 5 word phrases that your potential customers would write in a search engine when looking for a biz like yours. An amazing way to rank high is to make sure you utilize the right keywords for your business and implement them into your site.

**5. Get mobile-friendly.** With everyone constantly on the move today, it's important that people can view your stunning site on the go.

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## Weekly Newsletter

*"In all you say and do, always bring the best in you." by Dan Kahler*

[www.prospectorsclub.com](http://www.prospectorsclub.com)

**January 5, 2017**



**WE ARE AT DEER CREEK CC -  
7300 W. 133<sup>RD</sup> ST., OPKS.  
MEET UP AT 7 AM; BREAKFAST  
AT 7:25; SPEAKER AT 8 AM.**

### SPEAKERS SCHEDULE

See Page 2

### THANK YOU'S

See Pages 7-9



## UPCOMING SPEAKERS 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 Stephanie Cocherl, our Membership Chairman a call at 913-266-9314 or email at [scocherl@fnbk.com](mailto:scocherl@fnbk.com) before you visit our group so we can make sure there are no category conflicts with our current members.

**Jan. 5, 2017 – President's State of the Club at Deer Creek CC**

**Jan. 12 – Health Forum at Deer Creek CC**

## ***SNOW POLICY REMINDER***

As we are now in winter, reminding you that if they call school off for the Shawnee Mission School District #512 on a scheduled Thursday meeting, then we WILL NOT have a breakfast meeting that day. (Stay tuned this Thursday folks.)

Be sure to check with your local TV stations or listen to radio, or go to <http://www.smsd.org/> for the latest news.

### Trivia Question:-

What Henry David Thoreau work is entitled *Life in the Woods* ?



### QUOTE OF THE WEEK



The first woman to anchor a TV network evening newscast was Barbara Walters.

### **Con't. From Page 1.....**

**6. Go Local.** If you're a small business with a physical storefront, we know your main goal is to get those shoppers through the front door. But how do you reach this target audience? You need to snag people right from their Google query. First thing's first; make sure your name, phone number and address are written on your site. This will help draw a clear path from a Google search straight to your store and result in – that's right – more people walking through your door. This type of SEO for businesses with a storefront is called "local SEO."

**7. Take advantage of email marketing.** For a long time, now email marketing has been a strong advertising tool for businesses– and it's not going anywhere!

**8. Manage your customers online.** Anyone who's had experience setting up a business or running one on a day-to-day basis knows that keeping everything in order is a balancing act.

**9. Build your brand and target the right audience.** Today building your brand is a crucial part of any small business. It is the foundation and the core values that guide every step in

your brand development strategy. Take time to understand your story and create an overall image that conveys who you are. Once you have a clear brand identity, you need to choose a target market. Figuring out who your probable customers are saves you both money and time so be sure to focus your marketing efforts on those who are most likely to shop with you.

**10. Run business tests.** Whether you're creating a new website or updating your existing one, you don't have to guess which design or content gets the best results. By simply running business tests you can know for sure what's working and what has to go. It's perfect for checking and changing details of your site so you can increase your conversion rates and grab more sales.

**11. Go out and meet them.** Don't forget to go out and live a little! Sometimes, we can get so wrapped up in our online presence we forget that when it comes down to it, we're social beings. Some of the best relationships are formed in a face-to-face meeting. In business, it's essential to get to know people in your field and expand your horizons. As your business circles get bigger, your network of knowledge, creativity and resources expand.

**12. Organize events.** Bring the opportunities right to your front door! Create a networking event or hold a grand opening to spread word of your business.

**13. Use your calendar.** Keep a calendar of national and internet holidays to get in the festive mood. Remember, satisfied shoppers are more likely to return, so don't shy away from having a blowout sale and offering a killer deal. Have a little fun! Break up the monotony of everyday shopping by offering your customers special coupons like a price discount coupon (for example, \$25 off an item)

**14. Bring your website to life.** Flaunt your talent by showing your visitors you're totally up to date with the latest design trends.

**15. Stay up to date.** It wasn't too long ago when Facebook was the new kid on the block, boasting a reputation that it was just for procrastination rather than a tool for businesses to take advantage of. Today, Snapchat is the next big thing. But since social trends change all the time and new platforms pop up overnight, it's best to figure out what channels your consumers are using and bring your marketing efforts to them.

**16. Give back.** It always feels good to be part of a greater cause – so get creative and find a charity that you like and share the love. It can even be as simple as donating \$1 from every purchase a customer makes; everyone knows sharing is caring!

Good luck with your vision for 2017 !!!

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

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## PROSPECTOR EVENTS / NEWS / CHARITABLE CAUSES

Jeremy Stein of Stein Financial Services said he is assisting those needing to make any changes in their insurance coverages for 2017. Now is the time to get this done. Deadlines are fast approaching. Contact Jeremy at 1-727-804-4576 or at the meeting.

