Thirty plus years ago, you could open a business on a wing and a prayer, run a few ads or coupons, letting people know where you are at and what you do, and boom – you’ve got a business started. Move forward to today and a totally different scenario exists. Whether starting or running a business, it now takes having the knowledge and skills to administer traditional advertising and marketing as well as trying to handle your social media and respond to your client’s questions, and demands. Whew! So much for you to even grasp!

Better to have a skilled person in place to help you manage and handle those issues, leaving you to create more sales and manage your troops, what you need to concentrate on most.

That adept solution to your everyday woes is none other than Linda Adams of Cherry-Pickers Marketing. For many years, that is exactly what she does best, starting with no more than “me, my mouth, and a business card”, she has built a business predicated on giving 110% value to her clients and letting them know what works and what doesn’t.

Her beginnings happened while working at a bank and her boss asked if she knew anyone who could be the bank’s Marketing Director. After several days of thought, she said, “Why not me?” She ended up learning for 3 years about this topic, and then followed her husband to KC.

When she started, she had her staff working out of her home. This worked fine until the advent of websites, of which everyone thought they needed one. This changed the model. It seems everyone thought they needed a website, and the frenzy began!

This was the beginning of the internet as we know it today, kind of the wild frontier that was unexplored and ripe for the taking. Linda learned to maximize what the Web had to offer. She took huge risks, like working with investors around the country whom had real estate / farm land to sell, and more. She listed these properties on Facebook and Craigslist, and sold them, believe it or not.

She also worked for a small real estate developer in Lawrence building awareness about their properties.

As small business owners and participants, the best ways to keep focused on the tasks at hand is keep up the conversation. Don’t just post – engage your clients and find out their needs, wants, and problem issues. Invaluable information.

One can also list articles or comments on your Blog Page. A great place that clients know they can come to and see the latest ideas, services, or products and what is hot that week. Go share your thoughts on Facebook and Twitter, and make sure to link back those postings to your online communities. (ex. Prospectors Club).

Linda started her closing by telling us how pervasive the use of our mobile phone devices are today. Over 96% of users find you with their cell phone or other device. Therefore, make sure that you have optimized all of Google’s platforms and that your information is correct and up to date, and websites responsive.

And be diligent in posting relevant photos – of your staff, your dog or cat, your hobbies and interests. The more you engage with both text, photos, and especially videos, the more Google likes it, and that means more eyeballs and better search results.

So take the time to go back and read what is really just the tip of the iceberg. Yes, you can try and do it yourself, but sometimes it’s better to have the navigator steer the ship, and let the captain do what they do best.

Thanks Linda for all you do for Prospectors, and keeping us focused and informed. Give her a call, sit down, and have that discussion to see how she can help you grow and prosper.
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 before you visit our group so we can make sure there are no category conflicts with our current members.

Oct. 19th – Janine Terstriep of The Decorative Touch at Deer Creek CC.

Oct. 26th – Jim Bell of James D. Bell CPA LLC at Deer Creek CC.

Nov. 2 – Alan Goodheart of Goodheart’s Jewelry at Deer Creek CC.

Nov. 9 – Erin Brown of Dolce Bakery AT HER LOCATION.

Nov. 16 – Das Hardin of Village Flower Co. AT HIS LOCATION.

Nov. 23 – THANKSGIVING DAY – NO MEETING!!
Trivia Question:-
What were they seeking to find in the film *Endless Summer*?

QUOTES OF THE WEEK

*When someone says “It’s too soon for pumpkin spice”*

A frog closes its eyes when he swallows.


Con’t. From Page 1.......  
Not this week.....
FRONT HOUSE CUSTOMER SERVICE POSITION

Dolce Bakery is looking to add enthusiastic people to our growing Front of House team! The Pastry Counter Position is a customer service position with full time or part time hours available.

Join our upbeat team of passionate people that strive to give our customers the best product and experience possible. Applicants should enjoy connecting with people as a member of a dynamic small business with loyal customers.

We are centrally located in the Village Shops!

Retail or Sales experience is preferred, but we will train the right applicant! You will need a willingness to work weekends and holidays to meet business needs.

BAKER POSITION

Dolce Bakery is looking for part time bakers as part of our growing team! Our bakers create delicious products from scratch daily to fill our pastry case and special orders.

Join our committed team of passionate people that strive to give our customers the best product and experience possible. Applicants should be organized and excited to create delicious desserts with detail and care.

Baking experience is preferred, but we will train the right applicant! You will need a willingness to work weekends and holidays to meet business needs.

Doug Airey is still looking for someone to help with his Home Care business. If you know of anyone with experience in home repairs, give him a call.

BRYAN RAPP AGENCY LOOKING FOR OFFICE ASSISTANT

Insurance Agency seeks a highly motivated, people oriented and hard-working licensed office assistant. Excellent communication skills on the phone and in person are required. Good computer skills, ability to follow direction and be a self-starter are a must. You must project a professional, positive and pleasant attitude to each and every aspect of the job. This job has room for growth with the Agency. Must obtain or have property and casualty license. Training will be provided if needed, but experience is preferred. Office hours are Monday – Thursday 9 – 5 and Friday 9 – 4, with flexibility. Please email your resume to brapp@amfam.com

Mark your calendars for our Annual Prospectors Christmas Party, this year being held at the Brass on Baltimore, Saturday, December 2nd downtown KC.

Cocktails, dinner and dancing. Be ready to come celebrate the Holidays with your fellow Prospectors.
Prospector's Breakfast Club

Attendance and Thank You's       Meeting Date:  SEPT 28, 2017

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

Adams, Linda

Airley, Douglas

Alexander, Jay

Ashurst, Chase & Amy

Beckner, Pat

Bill, Jan

Bell, Dan

Belbrader, Darce

Boehm, Kevin

Bovard, Zach

Brossett, Mike

Brown, Erin

Brown, Adam

Bryan, Chris

Bryan, Stephanie

Cochrane, Stephanie

Cunningham, Rick

Cussen, Kathleen

Dey, Vivek

Douglas, Kyle

Eckinger, Bill

Edison, Ken

Emerson, Bill

Felton, Dr. Sean

Felton, Nick

Felton, Matt

Armstrong, Allen

Bartlett, Kathleen

Bartlett, Matt

Bartlett, Bryan

Bartlett, Chuck

Bartlett, Dan

Bartlett, Ted
PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

Runyan, Joe

Sewell, Amber
Dr. Sean, Dr. Lauren, Rich, Sirna
Stephanie, Cochard, Alan, Hartford, Mike Bossert
Kevin Full, Matt, Pro. VD by Guy, Keith, Steiner, Matt, Walters, Matt Papp 
Shelton, Jennifer
Janine, Sirna, Wilkinson, Wagner

Simpson, Brownie

Sirna, Richard
Beth, Riliane, Doug, Matthew, Doug, Gooding, Goodwin, Pat, Tim
Lynn, Brian, Carolyn, Mary, Smull, Todd, Aubree, Ashley, Dawn
Spencer, Neil
Jul, Alexander, Stephanie, Cochard, Dave, Furr, Chelle, Furr, Meeting
Brian, Cupp, Mallory, Steven, Kevin, Vose, Valley, Gaters

Stein, Jeremy

Steiniger, Keith
Wolveton, Sean, Gussie, Gooding, Papari, Mark, Hartford
Pat, Brian, Sean, Ray, Fosse, Wilkinson

Stevens, Robyn
Cliff, Sheri, Ann, Ken, Train, Neil

Stone, Janet
Ed, Holland, Pat, Papari, Howard, Alex, Todd, Burg

Terstrep, Janine
Linda, Matt, Papari, Stephanie, Rice, Sari, Richards
Gon, Kevin, Brad, Bruins, Ray, Rodney, Phil, Chris, Andy

Trendson, Chad

Twigg, Brad
Pat, Kathleen, Sean, Rich, Rick, Christ, March,
Leigh, Erin, Vicky, Dan, Stephanie, Ture, Sherri

Wagner, Leigh

Webb, Tyler

Wilkinson, Annie, David, Nate, Rob, Rich, Ray, Libby, Wallker, Phil, Kyle

Wolveton, Rick

York, Kevin
Matt P., Matt P., Stephanie, Brownie S., Matt B., Andrew

Ricks, Neal S., Kevin B.

GUESTS

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

