

You're Invited

RIBBON CUTTING CEREMONY

CELEBRATING THE GRAND OPENING OF MG ARCHITECTS' NEW OFFICE!

JOIN US AS WE UNVEIL MUHLENBERG GREENE ARCHITECTS' NEW OFFICE! THIS EVENING CELEBRATES THE EXTRAORDINARY COLLABORATION BETWEEN **MG ARCHITECTS** AND **D&S ELITE CONSTRUCTION, INC.**, WHERE INNOVATION AND TEAMWORK HAVE COME TOGETHER TO CREATE AN INSPIRING WORKSPACE.


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ENJOY LITE FARE AND REFRESHMENTS, NETWORK WITH INDUSTRY PROFESSIONALS, AND PARTICIPATE IN THE RIBBON-CUTTING CEREMONY MARKING THE NEXT CHAPTER FOR MG ARCHITECTS, BERKS COUNTY'S OLDEST ARCHITECTURAL FIRM.

TO VIEW MORE DETAILS SCAN THE QR CODE
KINDLY RSVP BY 11.20.24 VIA QR CODE, EMAIL, OR PHONE.
mickenzie@jprutzman.com | (610) 376 - 4927

5:00 - 7:00 PM
Wednesday

04

December
2024



1268 PENN AVE, WYOMISSING, PA 19610

MAKE A GOOD FIRST IMPRESSION



SOCIAL MEDIA TIPS

By Theresa Mintzer

Social Media bios help new customers find your business through search. For some, they are the first impression a customer has of your brand. Make it a good one!

The two important factors to consider when writing a bio are platform and audience. LinkedIn is more formal and professional than a bio for Facebook or Instagram. For all platforms think about keywords your ideal customer is searching for when you write the bio. What problem are you solving for them? Someone should read your bio and have a clear understanding of what solutions you will provide for them to solve their specific pain points.

Another important concern is branding. Make your picture, logo, and colors consistent across all platforms. Gather all this information into a style guide. In the future, someone working on your social media can easily take over the task.

You also want to have a call to action. It can be "Join my email list," or "Check out my blog." Then give them a link to follow. This information can change depending on the season or your current offers. Remember to change links when the offer is over or the season changes. For Instagram, I have a link to a webpage with all my social media information. In addition, I place my current offer, a scheduling link, and a link to my website.

Every month or two, quickly look over your bios to make sure that all the information is current and that the links work. You never want to give a customer outdated information about your business. This is another task easily delegated to an employee. Good luck with your new and improved bio.

I offer social media and Facebook ad coaching to help businesses create a plan that works. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.

WILL OMLOR

Professional EOS Implementer®

What Is EOS?

The Entrepreneurial Operating System (EOS) is designed to help owners, leaders, and managers of entrepreneurial companies address these common frustrations:

- **Lack of control** — over time, markets, or the company
- **People** — who don't listen, understand, or follow through
- **Profit** — there's not enough of it
- **Growth** — they can't seem to break through to the next level

Using a simple set of powerful, practical tools, leaders learn to run their businesses more efficiently and effectively to experience more consistent growth — and have freedom to pursue other passions!

2 Ways to Learn About EOS

- 1 **Request a free copy of *Traction* by Gino Wickman.**
Contact me to request a free copy of the book that started it all, *Traction* by Gino Wickman, creator of EOS.
- 2 **Schedule a free 90-Minute overview of EOS**
This session is designed for the leadership team of an entrepreneurial company. During the meeting I will paint a clear picture of the system to help the team decide whether to move forward with EOS.





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