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GROW FASTER!**



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The Ultimate Small Business Community

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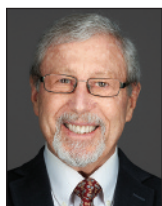
www.sbrassociation.com

**Small Business
Resource Association**



THE SBRA COMMUNITY

Who's in Your Network?



**By Gary Seibert, CEO,
Small Business Resource Association**

A few years ago, I was working with a client that was interested in developing a concept similar to an internet dating platform, however, it was uniquely focused on getting people to meet that had similar interests like sports, fitness, dining, arts & crafts, travel, antiques etc. In doing our research, we discovered that there is one thing that all 7.5 Billion people that inhabit the earth have in common, they all have a natural instinct for developing relationships with other people. One might say we were created to “network”. Therefore, if developing a relationship with other people is a natural instinct, and another word for that is networking, and no business can survive without customers (other people), it would make sense that all successful businesses must network.

Three years ago, when my partners and I were sitting around a table at Panera Bread developing the vision for the Small Business Resource Association, we asked each other the question “what are the most important services we could provide to best help small businesses be more successful?”. We made a long list of services and then decided to pare that list down to the top four or five. Our goal was to simply make businesses more successful. The old saying “it takes money to make money” led us to realize that what most small businesses needed most was more “business”. To get more business they needed more customers and to get more customers they either had to advertise more or get out in the marketplace and talk to people about their products or services. They needed money to advertise, which many of them had very little of, so we concluded that one of the best ways we could best serve our members was to provide as many opportunities as possible for our members to meet

people, talk about what they do, develop relationships and then, hopefully, make a sale. Remember the old saying “people like to do business with people they like”.

Let me first tell you what networking isn't. It is NOT going to an event and socializing with co-workers, friends and people you know. Networking is meeting new people and developing a relationship with them as well as reinforcing old acquaintances. If people know who you are and what you do, they have your contact information and they “like you”, there is a good chance that some day they will either do business with you or refer you to someone else. Today's cover story is a great example of SBRA members that have built their businesses on this networking principal.

John Whitehall is the owner of the Sandler Sales Training in this region, Don Carrick owns Studio 413 Photography, Dr. Bill Moss owns Keystone Specific Chiropractic and Brent Davies owns Davies Hardscaping. All four SBRA members are entrepreneurs that know and understand the power of networking as they have all grown their businesses and turned 2020 into their best year ever. Read their success stories in this issue.

Here are a few helpful hints to make your networking experience a super success.

1. Meet people with a smile and a Positive Attitude. Nobody likes a Debbie Downer.
2. Be a much better Listener than talker. Make the other person feel like what they have to say is important to you.
3. Be a Reverse networker by focusing on helping others make connections. What you do to help others will come back to you in spades.

4. Be yourself, whatever that may be. People appreciate authenticity.

5. Don't make promises you cannot keep. Prove you are worthy of Trust.

6. Be Approachable and make people feel comfortable talking to you.

7. Hand out your business card and get theirs.

8. Follow up with a personal call explaining how much you enjoyed meeting them and possibly providing them with a lead that they could reach out to. (reinforcing #3)

The SBRA provides numerous ways you can meet people and exercise the 8 principals above. Workshops, seminars, networking events (MINGLES), Tune-Up-Tuesday Zoom Workshops, exposure in the *Rte. 422 Business Advisor*, billboard advertising, the business card display board at the SBRA office, the SBRA Member Listing on SBRAAssociation.com, member-written articles & blogs, *The Small Business Resource Show* (Podcast) and most importantly, the SBRA B2B referrals that take place every day. Members helping Members.

Over my career, I have given out literally thousands of referrals to help people connect with the people that could use their products and services. I can honestly say, 50 years later, that it was the people that I networked with and helped that gave me the support I needed to grow my successful businesses. They were my network. Now it's your turn, take an assessment and find out “Who is in your Network”.

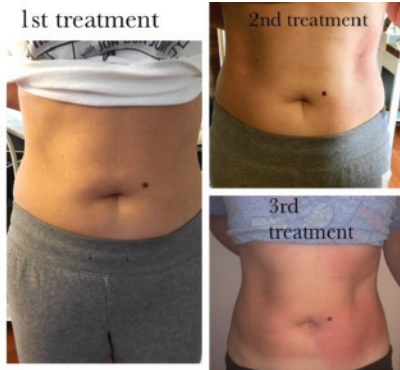


SBRA Business Spotlight



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CRYO BODY SHAPING

Shannon Seltzer, Skin Sanctuary Spa's owner and skin expert, specializes in providing corrective and customized skin treatments that make you look and feel amazing! Skin Sanctuary houses a team of muscle dissolving massage experts, a master practitioner of Reiki and reflexology, while offering a complete line of professional skin care products including Botox, facial fillers and more.

START THE YEAR OFF RIGHT – REVIEW YOUR DIGITAL ASSETS



By Brian Welch, Amity Digital & Proud SBRA Member

We're one month into 2021, and despite all the craziness going on in the world, you still need to keep pushing your business forward.

For most people, a new year grants them the opportunity to reflect on the past. And in a business environment that includes unexpected obstacles – like, for example, a pandemic named after a certain summer beverage – that past can hand down especially hard lessons.

But those lessons will help forge a better plan for the future. And it's the future – specifically, the future of your business – that we want to focus on today.

To properly prepare yourself, especially in a world dominated by online information sharing and commerce, we recommend this integral first step: reviewing your digital assets and making sure everything is correct. It's too easy to set up a Facebook page, add some content to the "About Us" section, and then never look at it again.

Now more than ever, it's important to take stock of everywhere your business exists, and make sure all the information is accurate and on-brand. This includes...

Your Website. Is it up to date? Is it an accurate reflection of what you offer and how you operate? Think of your website as an online employee – it's available 24/7, and it's the primary online representative of your entire business.

Your Google My Business Profile. Google's free knowledge panel is built for presenting accurate information about your business, so it's very important to keep it up to date with the correct phone number, address, hours of operation, and working links to your website.

Your Social Media Profiles. Make sure they accurately reflect your branding that exists on all public-facing media.

Your Email Signature. This, too, is an opportunity to show that consistent branding.

Any 3rd Party Websites (Angie's List, Yelp, etc...) where you company information is listed. If anyone is searching for businesses on any of these popular public review boards – and they see your name associated with kind reviews – they'll want to send you an email or give you a call. Make sure your presented information allows them to do so.

Your business cards and promotional material. Do they have the correct contact information? Are the materials layered with the business logo and brand-specific colors, shapes, images, and messaging? Keep the visual presentation uniform across any iteration of physical media for on-the-ground marketing.

Your brand is extremely important, and everything and everywhere your brand is featured needs to convey the same message. It doesn't take long to do, and most businesses don't take the time to do it, so spend a few hours making sure everything is right.



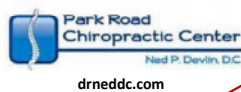
Tiras Buck is the co-owner of Amity Digital, a website design and digital marketing firm based in Amity Township, Pa. If you're looking for modern, Google-friendly web design,

thoughtful digital marketing campaigns, or strategies to express your business in a rapidly evolving online space, Amity Digital is here to help.

Check them out at <https://amitydigital.com/>
Contact Tiras: PH: 215-801-0290
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SBRA Monthly Member Shout Out

Members Helping Each Other Grow



NEW SBRA MEMBERS

- The Bagel Bar
- Optimist CDL Coaching
- Speedpro Innovations
- Suzy Rae Design
- Marrella Financial Group
 - BB&T Bank
- Sottosanti Lawn Care

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



Tune Up Tuesdays
9:30-10:30 AM

- 3/9/21 Cloud Basics "101" for Small Business
- 3/23/21 Have You Listened to Your Body Lately?



120
MINGLE
NETWORKING
Check
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for location and time