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Never Regret Your Mistakes



By Gary Seibert, CEO,
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Show me a person that has never made a mistake and you will be showing me a person that has never attempted anything. You cannot walk through life mistake-less. And yet, so many people beat themselves up over and over again for making even the simplest and meaningless mistakes. Why is that?

NOTE - Making a mistake is not the same as “failing.” A failure is the RESULT of a wrong action, whereas a mistake usually is the wrong action. So, when you make a mistake, you can learn from it and fix it, whereas you can only learn from a failure. “A smart man makes a mistake, learns from it, and never makes that mistake again.” Roy H Williams—U.S. Author and marketing expert.

No one is immune to making mistakes—we are human, after all. But if we simply apologize and carry on as before, we are in danger of repeating the same errors. When we don't learn from our mistakes, we inflict unnecessary stress on ourselves and on others, and we risk losing people's confidence and trust in us. In this article we will look at how to ensure that we take those lessons to heart, and then use what we have learned.

Here are some steps to help you learn from your mistakes, and how to put what you have discovered into practice.

Own Your Mistakes. You will never learn anything from your mistakes until you take ownership of your mistakes by admitting that you made it. Be humble and acknowledge to others what you did, apologize, and tell them that you are working on a solution. Saying your sorry takes courage but that is far better than hiding your error or blaming others. In the long run people will remember your courage and integrity long after they've forgotten the original mistake. However, if you don't come clean and admit your mistake and they hear the truth from another source, your reputation will suffer and you may not get another opportunity to learn.

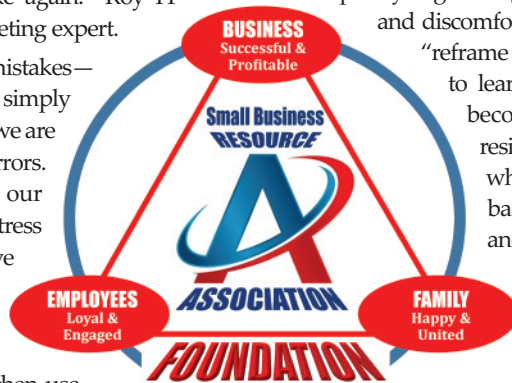
Reframe the Error. How you view your mistakes determines the way that you react to them, and what you do next. Chances are you will never view your error in a purely negative light for as long as any initial shock and discomfort about it persists. But, if you can “reframe your mistake” as an opportunity to learn, you will motivate yourself to become more knowledgeable and resilient. Thomas Edison had a friend who said to him “Thomas, I feel so bad for you because of all the failures and mistakes you have made trying to prove your experiment”. Thomas replied, “I have not failed once, my 300+ mistakes have eliminated all the things that have prevented me from accomplishing my goal.” Shortly after that statement the first light bulb was lit. His mistakes provided an opportunity to learn and motivated him to continue until he was successful.

Analyze Your Mistake. You must do this honestly and objectively. Ask yourself the following questions. 1. What was I trying to do? 2. What went wrong? 3. When did it go wrong? 4. Why did it go wrong? A powerful tool to help you find the cause is the rule of the ‘5 Whys’. To use it, start with the error and keep asking “WHY” until you get to the root cause. This should help you find what led to the mistake, and highlight what needs to change in order to avoid a repeat.

Put Lessons Learned into Practice. Knowledge without application is worthless. In other words, what you learned in step 3 is meaningless unless you put what you learned into action. Many times, acting on what you have learned will require discipline and motivation to change your habits, or to change the way that your team works. Doing this will help you avoid self-sabotage in the future, and allow you to reap the rewards and benefits of implementing better work practices. Here, you will need to identify the skills, knowledge, resources, or tools that will keep you from repeating the same error, over and over, thinking there will be a change. This is called INSANITY.

To err is human, and we don't have to punish ourselves for the mistakes that we make. They can be great opportunities to learn and develop on a personal, as well as, organizational level. We just need to learn from them, and to put that learning into practice.

In summary, I found this saying in a fortune cookie at a local Chinese restaurant “Never regret your mistakes. Admire the courage it took to attempt the unknown BECAUSE, the unknown is where all outcomes are possible, enter it with GRACE.” Never Regret Your Mistakes.



SBRA BUSINESS SPOTLIGHT



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CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS



By **Suzy Lysczek,**
Suzy Rae Design

Research by Global Web Index shows that 62.3% of the global population uses social media. It's no longer a question of whether to utilize social media but rather which platforms are best suited for your small business.

While you could be on "all of them," that's unrealistic for a small business. In today's saturated digital market, choosing the right social media platforms requires careful consideration.

With numerous options to connect with potential customers, it's crucial to be strategic and thoughtful about where you allocate your time and resources.

Factors to Consider When Choosing a Platform:

Before delving into the countless social media platforms available, it is beneficial to consider the following factors:

1. Business Goals and Objectives: What are your objectives? Are you aiming to drive sales, boost brand awareness, or provide top-notch customer service?

2. Target Audience Demographics: Who is your target audience? What are their demographics and online behaviors? Understanding these aspects is key to effective communication.

3. Content Type and Format: What type of content does your brand excel in? Identifying your strengths will help you tailor your content to resonate with your audience.

Popular Social Media Platforms

Each social media platform has its own vibe and user base. Let's discuss the key features and distinctive aspects of the current top social media platforms.

Facebook: The granddaddy of social media, Facebook, offers the widest audience

range, making it a versatile advertising and content-sharing platform. It's perfect for businesses looking to generate leads, build a community, and capitalize on detailed targeting options for ads.

Instagram: For businesses with visually appealing products or services, Instagram's photo and video sharing can be a goldmine. The platform thrives on high-quality visuals and user engagement, making it a hotbed for brand storytelling and influencer partnerships.

LinkedIn: Often called 'Facebook for professionals,' LinkedIn is the go-to for B2B marketers. It's all about networking, industry insights, and maintaining a professional presence. If your business is service-oriented or your product is business-related, LinkedIn should be a top choice.

YouTube: The second-largest search engine after Google (owned by the same parent company), YouTube is ideal if your business's strengths lie in video content. How-to guides, product demonstrations, or any visually instructive content thrive here.

TikTok: With its rapidly growing user base, TikTok offers a playful and creative platform that's particularly suited to engaging younger audiences. Short, catchy videos can quickly gain traction, especially with the use of trending hashtags and challenges.

Pinterest: If your strategy is centered around inspiration and discovery, Pinterest is the perfect platform to explore. Recipes, interior design ideas, and DIY projects are among the popular categories that flourish on the platform's visual discovery format.

The impact of social media on your business is significant. As Mark Zuckerberg wisely said, "The biggest risk is not taking any risk."

When choosing a social media platform, don't be afraid to try new things. But do so with a sense of purpose, understanding the people you're trying to reach, and the platforms that best facilitate that connection.

SBRA EVENTS - BE BETTER. GROW FASTER.

Events: Register at <https://www.sbrassociation.com/#EVENTS>

Members Referral Breakfast – Friday, March 1st,

7:30-9:00 am at B2 Bistro in West Reading

Tune-Up Tuesday Workshop – Tuesday, March 12th,

9:30-10:30 a.m. "Cybersecurity 101:
Practical Strategies for Every Business"
presented by Morefield Communication

Members Referral Breakfast – Friday, March 15th,

7:30-9:00 am at B2 Bistro in West Reading

Tune-Up Tuesday Workshop – Tuesday, March 26th,

9:30-10:30 a.m.

New Member Orientation – Wednesday, March 27th,

9:00-9:30 am via Zoom

Member Networking Mingle – Wednesday March 27th,

5:30-7:00 pm at B2 Bistro