

Coastal Power Women!

Professional Organization of Women Encouraging Referrals

American Business Women's Association (ABWA)
Coastal Power
Express Networking
Myrtle Beach, South Carolina

Message from the President!

This message is for all the "biggest, best, most professional and most inspiring WOMEN in the COASTAL area with P.O.W.E.R.!!!!!!!!!!!! If you received it, pat yourself on the back.....

Hope everyone had a wonderful holiday season and are starting off the New Year with a "bang"! Our January meeting slipped up on us because of the holidays... I had a lot of people tell me they completely forgot, however...we want everyone to show up in February, because we will be making a lot of decisions. Top of the list, the board will have a new location for us to vote on for our meetings. We are

looking at some alternatives. One thing for sure, it will be somewhere central in Myrtle Beach, food prepared pretty fast and "good". We have pretty much already outgrown Logan's. Everyone please be looking for the email to preorder your food... this has helped out tremendously!

Please bring a guest with you at our next meeting... we want to continue to push for new membership. For those who missed our last meeting or 2, National dues are \$100 and local \$10.00.

We have been working with the program chairperson and hospitality chair-

person to go over responsibilities.

Also, Tammy will be giving us an update on our website, which is up and running.

Hope to see ya'll in "a few".

Brenda Varnum,
President
Coastal Power
Express Networking

Next Meeting
Tuesday, February 6, 2007

Web Site & Newsletter Kicks off!

The Coastal Power Women web site is officially up and running. If you have not checked it out please visit www.CoastalPowerWomen.com and browse through our advertisement section

and of course our newsletter links. Each month, our newsletter will be posted to the web site and available for you to preview anytime you like.

If you want to advertise your business on the web

site, contact Tammy Watier by phone at 843.399.0664 or by email at tammy@watierdesign.com. She'll need your business card and \$20 to place your ad for an entire year!

January 27, 2007

Volume 1, Issue 1

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Marketing Tips:

- Your web site is your virtual brochure, keeping it updated is important.
- Check you email daily and reply quickly even if just to say you'll get back to that potential client.

Coastal Power Meetings

The key word here is POWER. We are a Professional Organization of Women Encouraging Referrals! And encourage referrals is what we do best!

A typical meeting starts out with greetings and causal conversation awaiting for members to gather. A display area is set up for those who have business cards to share, special offers, fliers, handouts, and other marketing items.

Our President kicks off the meeting and we get into business. After introductions and announcements are made organization business is taken care and of a few pre-selected members will give a 5 minute presentation on their business. Special guests may be attending and be giving a presentation as well. To save valuable time, our lunch is served during our meeting. New business contacts are made, referrals are given and received, and new friendships flourish.

Writing for Marketing

When you are writing to market your business keep in mind that your goal is to communicate!

You create an image with your writing style so be certain the image you create is the image of your company. When you create marketing writing (also known as “copy”) you are informing customers of your product or service and persuading them to buy.

Know your target market. Almost everyone is in a hurry today. Almost all of us have short attention spans. Get you point across crisply.

- **Be professional.** (Avoid slang, get permission to use the work of others.)
- **Be accurate.** (Use spell check. Check your calculations and web site links.)

- **Be consistent.** (Avoid using acronyms or shortened versions of your company name. Use consistent fonts and styles in your writing.)

Know your competitors. Do a little research on the marketing techniques they use and be unique. Find your marketing niche.

Keep your marketing plan alive. Review your plans for marketing your business quarterly. Plan what you will improve upon. Leverage what worked well in the past.

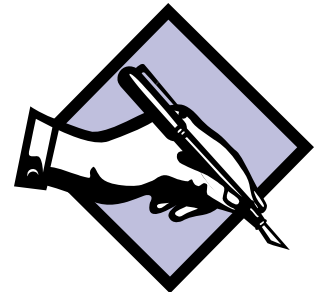
Web Site Copy—Target your writing for your main customer audience but do not push away visitors. You’ll have to write for a larger audience with web site copy. Don’t use acronyms.

Press Releases—Partner up with local businesses and get your business name

out there. Customers generally do business with people they can relate to or know. Make sure your contact information is consistent and clear for all partners.

Biography—Taylor your biography based on where you will be publishing it.

Informative Articles—Take something you learned in your business, write an article about it, and share your article with like minded publications.



Word of Mouth Marketing

Each business is different, but I bet if you ask 100 women business owners what is the best method for marketing their business 90 of them will tell you word of mouth. People generally do business with people they know. Or, they do business with people who have done business with someone they know.

How does this word of mouth mar-

keting work? It’s easy. Treat your customers well, bond with other business owners, refer and get referrals.

I’ve learned that if I take a few minutes to offer free advice to someone who already has a web site, that someone will either become a customer of mine for other services, or spread the word of my business for me, even if they are not in a position to utilize my

services at the present time.

Kindness pays. I truly believe that good deeds come back to us.

Submitted by Tammy Watier



Voice Mail Marketing

Almost everyone these days has voice mail, right? But not everyone has good voice mail. Test your own voice mail system. Call your voice mail and really listen to what it says. Ask friends to provide feedback on your message.

Is the message clear?

Is your voice upbeat and inviting?

Is there noise in the background causing distractions?

Does your voice mail message sound like you are on a mobile phone? This may be the sign of a busy on the go person but you want your voice mail message to be crisp without

sounding like you were driving down the highway when you recorded your message.

Your clients need to feel like you have time for them if they are going to do business with you.

Also, mention your promotions, briefly, within your voice mail message!



Name Badge

At my old job I wore a name badge all the time. It was great advertising for the company, as long as the wearer of the name badge was behaving well.

I personally like name badges on other people so I can remember their names and businesses.

There is nothing more frustrating to me than trying to strike up a conversation with someone by having to start

off the conversation with "Hello, what is your name again?"

I bet your local office supply store can assist you in finding the right name badge for you at a reasonable price. The magnetic ones that do not destroy your clothes are very nice!

Office Depot has an easy online order process. Just search for engraved name badges to drill down your selec-

tion for nice name badge products. Magnetic backed badges are easy on the clothes and cost only a few dollars more than pin backed badges.



Name Badge Sample

Who is *YOUR* next Customer?

Do you wear your brand on your clothing?

Do you have advertising signs on your vehicle?

Do you smile at people in the grocery store?

Do you politely let the person who cut you off in traffic continue on their way?

These questions are only to make you think. As business women wearing our brands, our names, publishing our phone numbers over every highway, parking lot, doctors office, and office supply store within our daily path we should remember one thing. Anyone could be our next customer!

It doesn't matter if you publicly carry your business name with you in

your day to day activities, or if you work unknown out of your home office. Anyone, anywhere, any day, might find an opportunity to become your customer.



Brighten the day with a smile!

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**P.O.W.E.R
PROFESSIONAL ORGANIZATION OF WOMEN
ENCOURAGING REFERRALS**

Submit your Newsletter Ideas and Stories
email Tammy Watier at
Tammy@WatierDesign.com

Featured Member—Kimberly Dahlin

Born in Minnesota, I came South as fast as I could! A true southern girl at heart, I grew up in the big city of Louisville, Ky, but had a love for the hills & hollers of my grandparents deep country home. After graduating from the University of Ky, and an all girls vacation to the beach, I was "SOLD" on the Grand Strand and left home for the bright lights and billboards of Myrtle Beach.

After 10 years in the hospitality industry, I discovered my life long ambition of "selling the sunny side of the beach". My experience in tourism only enhanced my ability to serve my clients in the real estate industry.

Like all of my clients, I have fallen in love with the area and truly enjoy real estate. Serving my clients who also proudly call the "Grand Strand" home and turning them into lasting friendships only gets better year after year!

I now reside in Surfside with 3 beautiful cats and a spoiled rotten Shitzu named Simba. I am active in Leadership Grand Strand, the Chamber of Commerce Membership and Sun Fun Committees, and love how our ABWA group has grown with such a variety of strong, beautiful, intelligent women!

Kimberly Dahlin, Realtor—Century 21 Broadhurst & Assoc.
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The Donkey

One day a farmer's donkey fell down into a well. The animal cried piteously for hours as the farmer tried to figure out what to do. Finally, he decided the animal was old, and the well needed to be covered up anyway; it just wasn't worth it to retrieve the donkey.



He invited all his neighbors to come over and help him. They all grabbed a shovel and began to shovel dirt into the well. At first, the donkey realized what was happening and cried horribly. Then, to everyone's amazement he quieted down.

A few shovel loads later, the farmer looked down the well. He was astonished at what he saw. With each shovel of dirt that hit his back, the donkey was doing something amazing. He would shake off the dirt and take a step up.

As the farmer's neighbors continued to shovel dirt on top of the animal, he would shake it off and take a step up. Pretty soon, everyone was amazed as the donkey stepped up and over the edge of the well and happily trotted off!

Life is going to shovel dirt on you, all kinds of dirt. The trick to getting out of the well is to shake it

off and take a step up. Each of our troubles is a steppingstone. We can get out of the deepest wells, just try not stopping, and never give up! Shake it off and take a step up.



Author unknown
Submitted by Sandi Ammons