

Coastal Power Women!

Professional Organization of Women Encouraging Referrals

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

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Message from the President!

It's that time again, and I am sad that this will be my last article for the group, as outgoing President.. Between the Grand Strand Chapter and the Express group, I have been writing these articles for 2 years. Wow, that does seem like a long time!!!!

Anyway, the good news is that I am putting our new group in very good hands with the new board.. It is very hard for me to "let go" sometimes...I tend to try to "be in charge", (at least I admit it). It's the "leo" and "driver personality" in me. But this next year my focus will be to help recruit new members and show up to all the meetings and enjoy the wonderful company of our members and try to give them business, if I can. I hope everyone else will do the same.

All our prayers are with Angela in her journey. It's a road she has traveled before, as she said. Let's all "step up" and make sure her job as President will be "a piece of cake".

I recently met with the Coastal Women's Business Network Board and they are considering dissolving their group and encouraging their members to join our group. I will be a speaker at their July meeting to let them know about US! That would really be a boost to our membership. I have 2 new members this month just by email.

For those who can come July 3rd, see you there!!!!!!!!!!

Thanks for all the memories! (isn't that a song?)
Brenda Varnum, President

Easy advertising!

How many times has your eye been caught while driving by an ad on the back window of a vehicle?

How many times have you called one of these businesses?

Are you self employed?

Try advertising your business on your back window with vinyl lettering. Remember to keep the letters big enough to be seen and keep the font easy to read. You also want to make sure your business name describes what you offer or

make sure you add a line to the ad to be clear. Place your web address and phone number on the ad and people will notice you!

By: Tammy Watier

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Next Meeting:

Tuesday
July 3, 2007

12-1:30

Magnolia's Restaurant
2605 N. Ocean Blvd.
Myrtle Beach, SC
29577

Meet in the conference room.
Buffet lunch \$10 per person.

People wait and people read while they wait!

I recently decided to do some advertising in a local publication call Coffee News. I am sure most of you have seen it. It is a coffee colored one sheet fun flier available in many food establishments and other places where people wait. Me, myself...I always pick up one and read it while I wait for my pizza or Chinese take out. You would think that after I had picked up this publication 50 or more times that I would have realized it may be a good place to do my own advertising. I have taken the jump! I contacted Coffee News to advertise in one of their Coffee News editions. I'll let you know in the next newsletter how things are going. Check them out at <http://coffeenewsmb.com/distribution.html>

Coffee News has local editions in our area for:

South Strand
Conway
Loris/Tabor City
N. Myrtle Beach/Shallotte
Pawley's Island



Look for Horse Tidbits specials in Coffee News soon!
Tammy Watier

Promotional Materials!

If you are self employed you need business cards. Self employed folks like us pinch pennies and are on the lookout for a good deal. If you would like to try ordering your own business cards and promotional items, I'll share a bit of my experience with you all. I use VistaPrint.com for ordering business cards and post cards. VistaPrint is always sending out special deals and if you wait for a few days you will most likely find a deal on your promotional needs.

I wait to get the Free Premium Business Card deal. When I see that I jump on reorders for my business cards. I never pay full price. You will have to pay extra for the glossy finish, or for uploading your own logo of design, and shipping, but the deal is always good. It takes control to wait for the right deal ladies, but you can save a bunch of money on your promotional items, in my opinion, by dealing with VistaPrint.com

Happy promoting!

Submitted by: Tammy Watier



Easy Recipes!

Stuffed hot dogs!

You will need a pack of hot dogs of your choice, a container of mashed potatoes, a package of shredded cheddar cheese.

Slice the hot dogs down the middle but leave them connected by a thin section. Place the hot dogs on a baking sheet split side up. Pile on mashed potatoes to cover the hot dog. Bake at 375 for 20 minutes, top with shredded cheese and broil until cheese has melted and potatoes are slightly browned. Enjoy with ketchup!

Tomato Mozzarella Salad!

You will need garden fresh tomatoes, a package of mozzarella cheese, olive oil, fresh basil leaves.

Cut the tomato and cheese in to cubes, toss in a bowl with olive oil, just enough olive oil to lightly cover, add in fresh basil leaves. Add salt and pepper to taste if you like.

By: Someone who does not like to cook!

How to Get the Most from Every Networking Opportunity

How do you make social functions become genuine networking events that work for you? It begins by knowing why you are there in the first place: You're not just after these people's business; you're also after the business of each of their 250-person spheres of influence. There are seven steps to accomplish that goal:

1. *Adjust your attitude.* By this I mean understand that the only reason you are at this particular function is to work: to build your inventory of quality prospects for your names list. That you're there to work does not mean it can't be fun. Networking is fun. Establishing mutually beneficial, give-and-take, win-win relationships with people is fun. Making more money is fun. But we are here at this card exchange, networking function, or whatever we want to term it, to work.
2. *Work the crowd.* By this I mean, be a "sincere politician" – be sincere but with an air of confidence about you. Be open, but don't come off like a sharp hustler. Be nice. Have a smile on your face. Very simple, right? Okay. That's a start.
3. *Introduce yourself to someone new.* If possible, introduce yourself to someone who is what's known as a Center of Influence. These are people who have a very large and important sphere of influence themselves. Typically, Centers of Influence have been in the community for a long time. People are familiar with them and what's more, they know them, like them and trust them. Centers of Influence may or may not be particularly successful in business - though they usually are – but regardless, they know a lot of other people who you want to know. And they have the ability to connect you with those people.
4. *Talk about the other person.* After your introduction, invest 99.9 percent of the conversation asking the other person questions about herself and about her business. Do not talk about yourself and your business.
5. *Ask for your new contact's business card.* If she asks for yours, by all means give it to her, but the key is to get her business card (more on this later).
6. *Go back and use her name.* Later on, pop back by and call you new networking prospect by name.

If you have the opportunity, introduce people you have met to others. Ideally, the best introductions to make are those between people who can be of mutual benefit to one another.

(excerpts from *Endless Referrals* by Bob Berg)

Submitted by Sue White



What do you do to advertise your business?

It is time to do some brainstorming and share the knowledge with our group on who we all advertise our business.

What works for you?

What does not work for you?

What lessons have you learned from your advertising experience?

What will we do with all this shared knowledge? We will compile a list of advertising thoughts and share it in the next newsletter. Someone, somewhere in our group could use a bit of your knowledge in growing their own business. Let's share!

To submit your advertising ideas and lessons send an email to tammy@watierdesign.com

In the subject line state Advertising Ideas

Send it along! It can be one sentence or it can be a couple paragraphs. Just share!

The Coastal Power Member with the most unique advertising technique submitted by July 15 will be awarded with a special prize at our August meeting.

My inbox is waiting!

Thanks,

Tammy

tammy@watierdesign.com

