

Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time

5 Easy Steps to Successful Marketing

Marketing is not rocket science. Anyone can do it on nearly any budget, even zero dollars. Marketing successfully, however, and maximizing your efforts, does require a certain amount of knowledge, research, planning and preparation. Choosing the right marketing strategies, form and placement is essential for both short- and long-term success.

In five easy-to-follow steps you can market effectively, and develop a marketing plan, target-direct campaign or strategies to fit your specific business goals.

- 1. Start with a goal.** Before embarking on any marketing endeavor define what you're selling and the desired end result or goal.
- 2. Identify your market, or target audience.** Who needs or uses your product or service?
- 3. Flush out your market.** Combine research and creativity to discover the whereabouts of your market, or target audience.
- 4. Strategize how to reach your market.** Be careful not to let your circumstances drive this step so you can discover many ways to reach your market.
- 5. Choose one or more strategies and begin marketing.** Considerations may be timing, inventory, seasonal uses, cost and so on. **eye ON**

marketing TIP

Rotate your marketing strategies to improve your success. Why? Not all marketing strategies work all of the time or for every business.

Trade Show Marketing

Trade shows are big business for all businesses. Business-to-business spending for trade shows is about \$750 million (The Center for Exhibition Industry Research), third to advertising and promotion. Unlike advertising, email and direct mail marketing, trade shows offer the opportunity to build relationships face-to-face.

Leander Promotes Entrepreneurs

Central Texas is a buzz with entrepreneurs. Just count the number of vehicles you see daily advertising their businesses, or attend one of the many local area network meetings. From the local cafe to a home-based house cleaner or sign maker, entrepreneurship is thriving in Leander and surrounding communities. In Congressman John Carter's annual Williamson Co. address (Leander, Aug. 2006) he acknowledged the small business owner as the backbone of the U.S. economy, and that of Central Texas. The presence of the new H-E-B Plus is a great testimony of the entrepreneurial spirit and entrepreneurship in Leander—past, present and future.

If you are an entrepreneur in Leander (or its surrounding communities) the City of Leander and the Greater Leander Chamber of Commerce invite you to join the Leander Business Circle for FREE monthly networking. Call 512-528-2852 or 512-259-1907 for more information.

Leander Business Circle Meeting Schedule

January 11, 2007
Special Guest Speaker
Trade Show Tips
FREE Networking

February 8, 2007
FREE Networking

Pat Bryson Hall
(201 N. Brushy Street)
8:30 -10 A.M.
Call 512-528-2852 or 512-257-1907

Do YOU have the right stuff to be an entrepreneur?

See p. 3

en•tre•pre•neur n. A person who organizes, operates, and assumes the risk for a business venture

Support Leander's economic development by supporting its local entrepreneurs.



Damsels Creations
Bath & Body Gifts, Candles
512-934-0134

Damsels Creations specializes in making soothing, fragranced, bath and body products, as well a spectacular line of votive and hexagonal container candles. If you, or someone on your gift list (birthday's, Valentines, etc), want to be transported to the good old days of grandma's home-made apple pie, or the adolescent joy of picking honeysuckle flowers, stop by and smell the roses, honey garden, apple-pie, or any other of our two dozen fragrances. We are adding new products, fragrances, and flavors frequently, so stop by often.



Damsels Creations makes high quality fragrant candles, wax smelties, soap, lip gloss, car fresheners and the NEW lotion-on-the-go bar.

For more information contact:
Tamara Liddell at 512-934-0134 or
via email at damselscreations@gmail.com

Your Business Neighbors

Business Resources

Business Name	Service/Product	Contact
BASIC Home Shopping	Personal Home Shopper	512-818-6581
BASIC Investment Group, Inc.	E-Commerce	512-576-5494
Café Latte	Restaurant & Catering	512-260-0072
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Graphic Design, Marketing, Copy Writing	512-260-7886
Dragonfly Design	Custom Stained Glass	512-260-0473
EMTWeb.NET	Web Design	512-736-2557
Isagenix	Health & Wellness	512-260-1870
Leander Realty	Real Estate	512-259-9119
Personal Best	Home-based Business Opportunities	512-260-1870
Sanders, Laura R.	Mary Kay Consultant	512-663-3795
Texas Family Mortgage, LLC	Home Loans	512-402-8324
Together We Make A Difference	Employment Services	512-931-2900
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
VGC Enterprises	Vinyl Signs/Banners/Decals & Concessions	512-689-5123
White Star Farm	Pecan Sales, Harvesting & Gift Items	512-260-5074
WSI Marketing Solutions, Inc.	Internet Marketing	512-535-5024

Williamson County Clerk's Office

Assumed Name DBA filing
(512) 943-1515

Small Business Development Center

www.business.txstate.edu/sbdc
512-716-4826

SCORE

Service Corps of Retired Executives

www.scoreaustin.org
512-928-2425

The Better Business Bureau of Central and Southern Texas

www.centraltx.bbb.org/
(512) 445-2911

This list is a sampling of Leander's entrepreneurs. See more business services at www.LeanderBusinessCircle.com.

SIGN UP NOW for Leander's First Annual Community Business Showcase!
Call 512-259-1907. Space is limited.



Dist: 14,000 active residential and business addresses in Leander

© 2007. Eye On Leander is the Leander Business Circle's quarterly publication. For comments, questions or submissions contact one of the following sponsors or editor.

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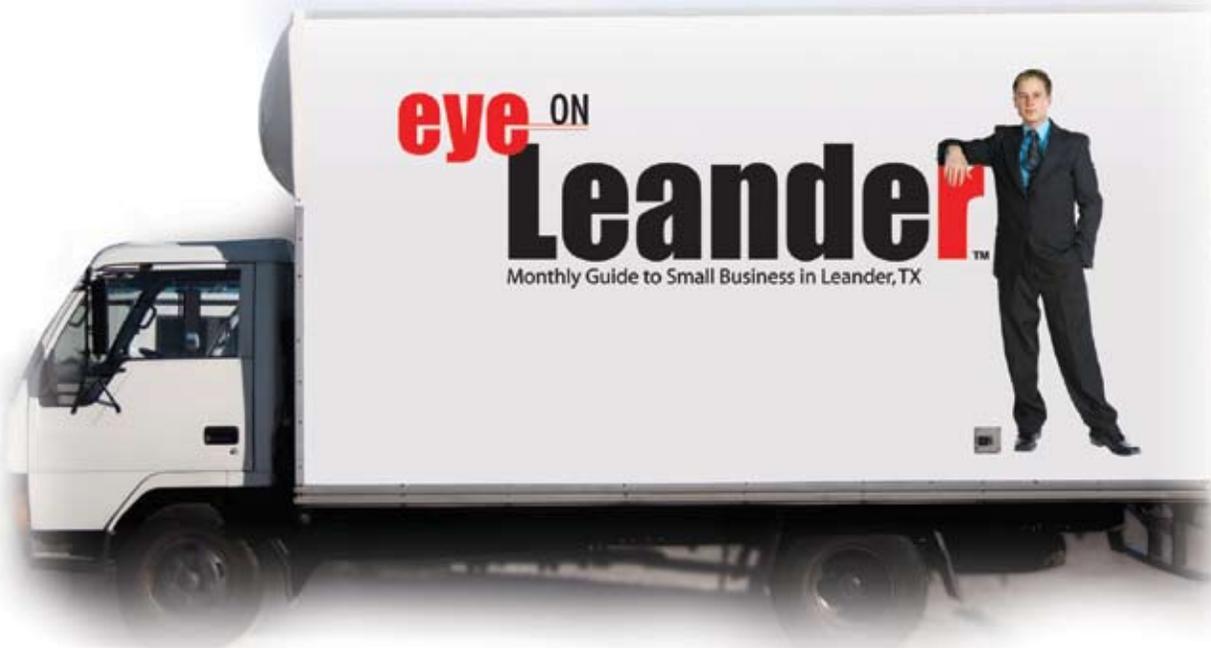
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**Do YOU have
the right stuff?**

10 Common Personality Traits of an Entrepreneur

1. **Desire to achieve**—the push to conquer problems, and give birth to a successful venture.
2. **Hard worker**—it is often suggested that many entrepreneurs are workaholics.
3. **Desire to work for themselves**—entrepreneurs like to work for themselves rather than for an organization or other individual. They may work for someone to gain the knowledge of product or service that they may want to produce.
4. **Nurturing quality**—willing to take charge of, and watch over a venture until it can stand alone.
5. **Acceptance of responsibility**—entrepreneurs are morally, legally, and mentally accountable for their ventures. Some entrepreneurs may be driven more by altruism than by self-interest.
6. **Reward orientation**—desire to achieve, work hard, and take responsibility, but also with a commensurate desire to be rewarded handsomely for their efforts; rewards can be in forms other than money, such as recognition and respect.
7. **Optimism**—live by the philosophy that this is the best of times, and that anything is possible.
8. **Orientation to excellence**—often desire to achieve something outstanding that they can be proud of.
9. **Organization**—are good at bringing together the components (including people) of a venture.
10. **Profit orientation**—want to make a profit; but the profit serves primarily as a meter to gauge their success and achievement.

from Wikipedia, the free encyclopedia (www.en.wikipedia.org), written by John G. Burch (Business Horizons, Sept. 1986)



New H-E-B Construction Good for Coffee House

Café Latté, Leander's first and only espresso coffee house and deli, has seen a steady increase in business since spring of this year. Owners Joe and Lauralee Courtney credit the construction of the new H-E-B Plus store (northwest corner of US Hwy 183 North and 2243 West) for bringing the new business. The build-out to the north of downtown Leander is opening up new business for all existing businesses nestled in and around the downtown area. "I didn't know you were here," has become an exciting and frequent

buzz phrase to the Café Latté staff. "We're very excited about development north of us, including the new rail system. With it (growth), we're planning to expand our menu. I can't wait to bring more home-style southern cooking," says Lauralee.

Support Leander businesses. Visit Café Latté at 309 US Hwy 183 North or call 512-260-0072 for catering and dinners-to-go. Be sure to tell 'em *Eye On Leander* sent you!

See ad, p. 4

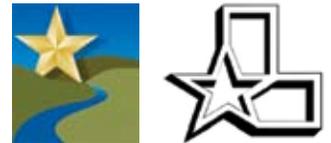
Join the Leander Business Circle for **FREE Business Networking**
 Next meeting: Jan. 11, 2007 - 8:30 AM

findITfast

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Promote Your Business to Leander

The Leander Business Circle offers sponsorships to promote your business to Leander residents and businesses. Call 512-259-1907 for sponsorship information and availability.



The Leander Business Circle is co-sponsored by the City of Leander and the Greater Leander Chamber of Commerce.

COMING FEB. 24, 2007

Leander's First Annual Community Business Showcase

Call 512-259-1907
 for Vendor information

Leander's City Council Meets Local Businesses

Leander's City Council launched operation *Leander Business Showcase* in Nov. 2006. Introduced by Councilman David Siebold, the council selects two local businesses (including entrepreneurs) to promote their products and services at the Council's bi-monthly meetings. For more information about operation *Leander Business Showcase* and City Council meetings call 512-528-2852 or 512-259-1907.

Thinking about starting a business?
 See *Business Resources*, p. 2

Leander's first and only Espresso Coffee House and Deli

Open Mondays!

Café Latté

Breakfast, Lunch, Dinners-to-go and Catering too
 512-260-0072

<p>Full Breakfast Menu Breakfast Tacos Hot & Cold Sandwiches Wraps & more</p> <p>Espresso Drinks Blended Ice Coffee Chai Tea Smoothies Hot & Cold Drinks</p>	<p>Hot Daily Lunch Specials</p> <p>Monday . . . Meatloaf Tuesday . . . Chicken Tortilla Soup Wednesday . . . Pot Roast Thursday . . . Chicken Tortilla Soup Friday . . . Chef's Choice</p> <p>Daily Sandwich Specials too!</p>
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309 US Highway 183 North in Leander, Texas

Open M-F 6 AM - 5 PM • Sat 6:30 AM - 2 PM • Closed Sundays