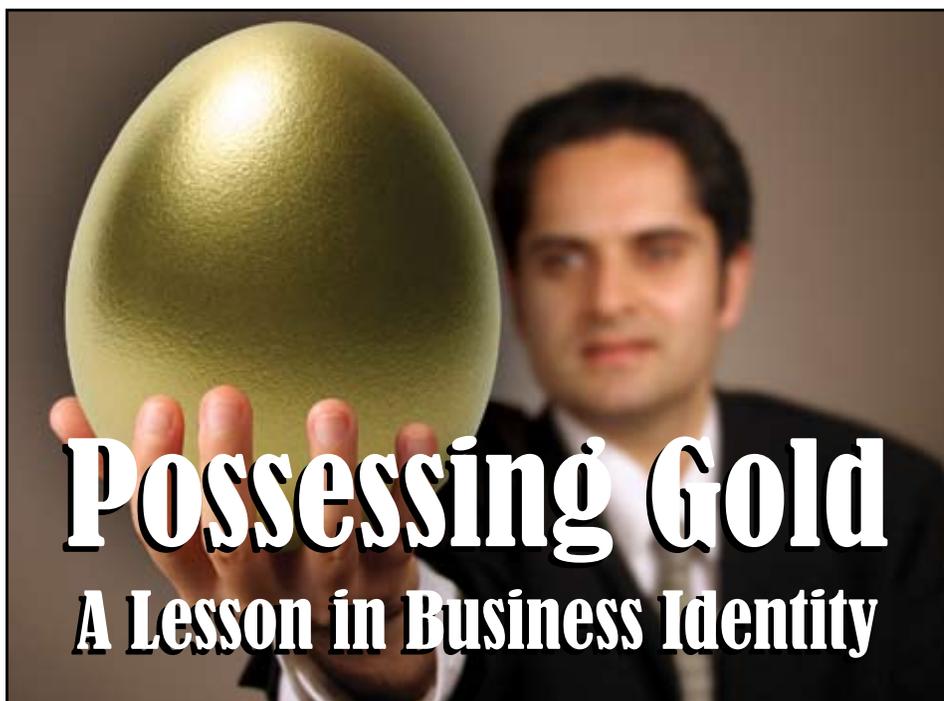


Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time



Business Identity, More than a Name

- Business name
- Company logo
- Tag line
- Business contact information (telephone, fax, email and mailing address)
- Business card
- Business stationary
- Sales/marketing materials
- Advertising
- Web site
- Employee Appearance (uniforms, professional, etc.)
- Company vehicles/ vehicle graphics
- Office/building appearance
- Signage

With the creation of every business comes the possession of a golden egg. It is called business identity. *Identity* is defined as "the set of characteristics by which a thing is recognized or known" (*The American Heritage College Dictionary*). In other words, elements that help distinguish your business in the marketplace. Your business identity is how customers recognize you. The clear knowledge of what you are selling and why serves as the foundation when developing your business identity.

Business identity is not a singular item but rather a system of multiple components whereas each one compliments and builds on another. Each of these items offer business owners a vehicle to powerfully tell the world who they are, what they have to offer, where they can be found, how they can be reached, and

Are you receiving the marketplace perception that you desire?

most importantly, why they deserve your business.

When small business owners and home-based entrepreneurs recognize they are in the driver's seat of their business identity, they can define their market and own their business. **eye ON**



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Leander Business Circle Offers FREE Local Networking

The City of Leander and the Greater Leander Chamber of Commerce co-sponsor a *free* monthly business network meeting for local home-based entrepreneurs and small businesses. Call 512-528-2852 or 512-259-1907 for more information.

Aug. Meeting Rescheduled (see p. 2)

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August Meeting Rescheduled to Aug. 24, 2006 – 10:30 A.M.
 for Congressman John Carter's Annual Williamson Co. Congressional Update
 RSVP required by noon, Aug. 21. Call 512-259-1907 for details.

POSTAL CUSTOMER

The Leander Business Circle offers Business Networking to Local Home-based Entrepreneurs



Co-sponsored by the
 City of Leander and
 the Greater Leander
 Chamber of Commerce



*See our business
 directory for your
 next service or
 product needs.*

PROMOTING ECONOMIC STRENGTH AND DEVELOPMENT ONE ENTREPRENEUR AT A TIME

Meet Your Business Neighbors

Business Name	Service/Product	Contact
A New Life Massage	Massage Therapy	512-461-3799
Action International	Business Coach	512-828-6920
Austin Lasting Images	Photography	512-663-8074
BASIC Home Shopping	Personal Home Shopper	512-818-6581
BASIC Investment Group, Inc.	E-Commerce	512-576-5494
Broad Insurance	Insurance	512-260-8288
Café Latte	Restaurant & Catering	512-260-0072
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Identity Design/Marketing	512-260-7886
Dise Internet Ventures	Internet Services	512-259-9293
Diversity Staffing	Employment Services	512-589-6582
Dragonfly Design	Custom Stained Glass	512-959-3887
EMTWeb.NET	Web Design	512-736-2557
EZ Clean Austin	Power Washing	512-260-5823
Farmers Insurance	Auto, Home	512-697-9866
Fuller Graphics	Signs, Banners	512-260-1509
Gen-Tech	RV Generator Service	512-260-7127
Improved Energy Solutions, LLC	AC Refrigerant	512-771-8807
Isagenix	Health & Wellness	512-260-1870
JP King Auction Co.	Estate Sales	800-989-2738
Melissa's Garden of Gems	Custom Jewelry	512-260-2794
Millenium Business Exchange	E-Commerce	512-259-8706
Minuteman Press	Full Service Printing	512-259-7610
Mitchell's Security Solutions, Inc.	Commercial Locksmith	512-259-6995
MSGCS, LLC	Computer Service	512-259-5632
Mybizcoach.net	Personal Business Coach	512-260-4416
Natural Bath Products	Organic Soaps & Lotions	512-698-3666
Nikken	Wellness Sales & Bus Oppty	512-922-7083
Peevey & Cretsinger	Estate Planning, Probate	512-413-8139
Plant Plantation	Interiorscape/Design Svcs	512-528-9980
Robert Waley & Sons	Firewood, Lawncare	512-507-9672
Rock Chiropractic	Chiropractor	512-259-9922
Shannon Prothro Photography	Photography	512-968-4050
Simple Solutions	Advertising	512-697-9866
Together We Make A Difference	Employment Services	512-931-2900
Tomboy Tools	Custom Tools for Her	512-260-9980
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
Washington Mutual Mortgage	Home Loans	512-259-3336
White Star Farm	Pecans	512-260-5074
Woman & Family Directory	Advertising	512-931-0406
WSI Marketing Solutions, Inc.	Internet	512-535-5024

Business Resources

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



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Kirk D. Clennan, CE&D Dir., Economic Development
 512-528-2852 City of Leander
 kirk@ci.leander.tx.us 200 West Willis St.
 Leander, TX 78641

Mary E. Bradshaw Executive Director
 512-259-1907 Greater Leander Chamber
 contactus@ of Commerce
 leandercc.org 103 N Brushy St.
 Leander, TX. 78641

Editorial & Art Direction
 Gabrielle Melisende Destination Graphix
 512-260-7886

Congratulations to **Minuteman Press and EMTWeb.Net**, winners of a **FREE AD** in this issue.