



November NEWSLETTER



EXPAND YOUR SMALL BUSINESS LOCALLY

Most small businesses get the majority of customers from the local community around them. But once you've settled into a place, it can be hard to attract new customers. Here are a few things you can do to keep your small business thriving.

Get Listed—Make sure your business location and contact information are listed in all relative directories, such as Google Maps, Yellowpages.com, or Local.com as well as in the good old fashioned yellow pages.

Set up a Website—Even if you're a very small local business, most people will still look for you online using a search engine. A website will allow you to go beyond directory listings and post more information about your business, such as information about products, services and company culture.

Create a Facebook Business Page—With a prominent social media presence, you'll be able to gain followers and more awareness online and post updates about your business and any sales or offers to keep it top-of-mind. You can also follow other local businesses and events to increase your network and connections.

Have a Grand (Re)Opening—A grand opening can help spread the word and attract customers if you're a new business. But, if you're in the process of refreshing your business, consider having a grand re-opening to help reinvigorate your business. It's a great excuse to hold an event that will attract old and new customers with the prospects of great sales, refreshments and maybe even a prize drawing.

Keep Your Current Customers Happy—It costs a lot more to gain new customers than it does to retain the ones you already have. So make sure you're following up with your customers and checking that they're happy with what you offered them. Encourage your customers to rate or review you online and let them know that their feedback is appreciated. A valued customer is a happy customer and then they're more likely to tell their friends about you.

Healthy Holidays

The holidays are a whirlwind of parties and gatherings. Every occasion may seem like an excuse to splurge, but the consequence just might be the worst kind of post-party affliction: seasonal weight gain. Use these tips to stave off the extra holiday pounds.

Don't skip meals—You'll likely overindulge later if you do.

Outsmart the bird—Reach for the lighter pieces of meat; they have fewer calories and less fat than the darker ones. Another way to cut calories and fat is to take off the skin.

Watch out for the gravy train—Turkey usually comes with gravy, which can add excess fat, calories and sodium. Limit gravy to a tablespoon, and keep it off other items, like the dressing.

What's in it? - Holiday casseroles can be filled with fat, sugar or sodium. Your best bet is to limit yourself to a small spoonful of casserole and fill the rest of your plate with a serving of lean protein along with roasted or sautéed veggies and tossed salad instead.

Stay active—If you're visiting somewhere with cooler weather, go sledding, ice skate, or shovel snow.

Split it—Instead of a whole piece of pie, split it with someone and easily cut the calories in half.

Socialize—Concentrate on socializing, making new acquaintances, and having fun. Spend time conversing with relatives or reminiscing with old friends. Think about what you are celebrating, not just about how great the food is!

DATES TO REMEMBER

November 6th—Daylight Saving Time
2:00 AM clocks are turned backward 1 hour

November 11th—Veteran's Day

November 24th—Thanksgiving Day

November 25th—Black Friday

November 26th—Small Business Saturday
(Do your daily or holiday shopping at a local small business to support your community)

Our Office will be closed November 24th & 25th in observance of Thanksgiving. Have a safe and happy holiday with your loved ones.

Tiny Transformations That Will Improve Your Life

Leave Early—you don't like when other people are late, so leave with plenty of time to arrive at your destination.

Incorporate Acts of Kindness—make an overall effort to be more kind.

Eat at a Table—our health hinges on more than just what we eat, but also on how and with whom we eat

Live Below Your Means—Ostentatious spending is wasteful, supports a contagious breed of consumerism, and offers no path to long-term happiness

Look at Problems Differently—ask yourself, "What am I being called to understand here? What would be the most loving and compassionate response in this situation?"

Show Gratitude Daily—take a few moments to be thankful each day, especially when you're feeling stressed or upset.

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