

# September NEWSLETTER

## EXPAND YOUR BUSINESS LOCALLY

Most small businesses get the majority of their 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.

The top 5 things that steal your focus at work are not getting enough sleep, not getting enough water, overloading on sugar and carbs, becoming a slave to social media, and multi-tasking.

## HOMEMADE PUMPKIN SPICE LATTE

2 cups milk (dairy or non-dairy)	1/2 tsp pumpkin pie spice
2 Tbsp pumpkin puree	1/2 cup strong hot coffee
1 to 3 Tbsp sugar, to taste	Whipped cream, for serving
1 Tbsp vanilla extract	



Add milk, pumpkin puree, and sugar to a saucepan over medium heat. Heat until hot, but do not boil. Remove the saucepan from the heat and whisk in the vanilla, pumpkin pie spice, and the coffee. If desired, whip with immersion blender for extra froth. Divide the mixture between two mugs. Top with whipped cream and a sprinkle of pumpkin pie spice, then enjoy a much cleaner version of a classic fall favorite!

## Dates to Remember

Monday, September 3rd—Labor Day  
(Alpha Office Closed)

Saturday, September 22nd—First Day of Fall

## FUN FACTS ABOUT FALL



- The first day of autumn falls on September 22nd this year and is known as the autumnal equinox. On this day, the number of hours of daylight and darkness are equal.
- Yellow, orange and variations thereof always reside in the pigmentation of tree leaves, but they are overpowered by the abundance of green from the chlorophyll in the leaves. Come autumn, when the sun weakens and days grow shorter, the amount of chlorophyll in leaves diminishes, allowing the other pigments in the leaves to show through.
- Evergreen trees will not lose their leaves like deciduous trees. Their leaves, also called needles, are covered with a thick wax. This wax protects the inner components of the needles, preventing them from freezing.

“IF THERE'S  
A WAY TO DO  
IT BETTER...  
FIND IT.”

THOMAS A. EDISON

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