



BUSINESS LINK

QUARTERLY NEWSLETTER



WINTER 2006

“Big companies are small companies that succeeded”
– Robert Townsend

FOCUS ON MARKETING

Vikram Rajan, CoGrow Communications

Marketing is the first and foremost process any entrepreneur must manage. As you know, your marketing attracts prospects. Then you must close the sale, and deliver quality products and services. You can then use such references

as testimonials to further your marketing efforts. So goes the cycle of business.

There are five types of collateral materials you can use with over 60 communication channels. For example, you can

use e-mails to educate, position, and market your products and services through the Internet.

Here are 10½ ways to grow your e-mail list for free (without spamming):

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- | | |
|--|---|
| 1. Customers: past, present, and future | 6. Cooperative, reciprocal, and swap sends |
| 2. Prospects: past & present | 7. Networking, professional, trade, civic, charity, and social groups: member lists |
| 3. New contacts, professional & social
3½: Website opt-in box: Direct & Viral | 8. Blogs & website forums |
| 4. Co-workers: past & present | 9. Inadvertent CC e-mail addresses |
| 5. Service providers & solicitors:
professional & personal | 10. Neighbors, family, friends, & alumni:
personal <i>and</i> professional |

BONUS: 11. Buy opt-in lists.

How can you showcase your distinctive features and benefits? How can you leverage your “personal brand?” How can you identify the right target niche to “divide and conquer?”

How do you know if your marketing is working? How can you have your communication channels work together? How can you exploit trends to create buzz about your business?

I’ll answer such questions, and give you more answers at the Half Hollow Hills Community Library Marketing Excellence Seminar on January 23, 2007. I’ll show you all 60 communication channels and how to develop the right combination of collaterals for each.

When you register, please call (631) 421-4530, extension 378 and tell Rosemarie Jerome

what kind of business you run (or would like to). It will help me tailor the workshop for you. By the way, our January 23rd evening together will be even more fun and productive with friends; please spread the word. I hope to meet you there!

Come to the library on January 23, 2007 for Vikram Rajan’s seminar on Marketing Excellence.

© 2006 Vikram Rajan is a counselor with his firm, CoGrow Communications. Vik’s business articles appear in over a dozen publications. He has been invited to speak on behalf of the U.S. Small Business Administration, Nassau Bar Association, Hispanic Chamber of Commerce. Vikram is on the Board of Directors for the Cross Island YMCA and co-chairs two committees for the Hauppauge Industrial Association. For more information on this article, e-mail Vik@CoGrow.com

Half Hollow Hills Community Library
<http://hhhl.suffolk.lib.ny.us>

DID YOU KNOW...?

SMALL BUSINESS FACTS & FIGURES

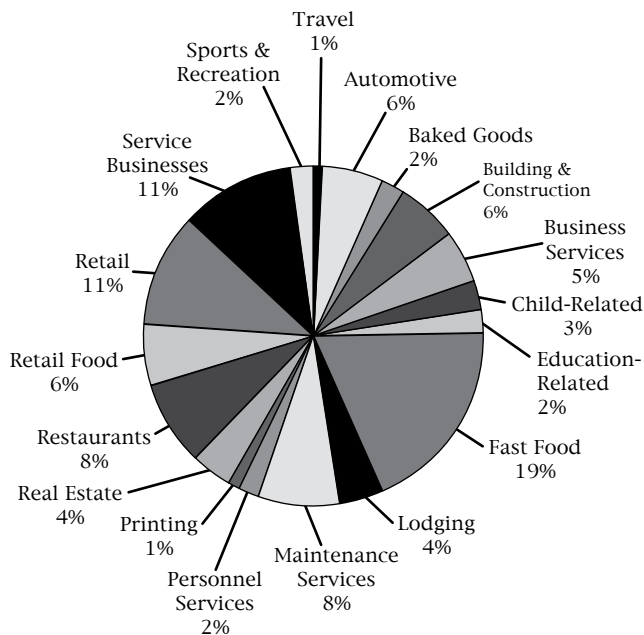
Franchising is Booming

The International Franchise Association estimates there are 750,000 franchised businesses in this country- 14% of all private sector employment.

While restaurants and fast food chains continue to dominate, the service industry sector is now the fastest growing segment. Since 2003, service industry franchises have witnessed a 5% increase.

A closer look at the distribution of franchises by industry reveals-

Franchise systems reporting units during the period 2001-2005



Women Outpace Men in Starting a Business

Women-owned firms increased 20% between 1997 and 2002, while all U.S. firms grew by 10%, according to a report released in August 2006 by the U.S. Small Business Administration.

In 2002, women owned 6.5 million firms- 28% of all non-farm businesses in the U.S. Significant numbers of these businesses were in professional, scientific, and technical services, health care and social assistance.

New York women entrepreneurs ranked second in the nation, owning the second largest number of firms and generating more than \$71 billion in sales.

Young Entrepreneurs

The U.S. Small Business Administration and Junior Achievement have launched a web site for teenage entrepreneurs, Mind Your Own Business. Here is helpful information for young entrepreneurs who want to start, run, or grow their business. Visit the site at www.mindyourownbiz.org.

BUSINESS LINK ON THE WEB

[HTTP://HHHL.SUFFOLK.LIB.NY.US/BUSINESSLINK](http://HHHL.SUFFOLK.LIB.NY.US/BUSINESSLINK)

Visit Business Link on the Half Hollow Hills' Library home page. Locate websites of interest, local business organizations, upcoming business events, or access the library's business databases.

If you have suggestions for future programs at the library, e-mail us at bizlink@suffolk.lib.ny.us

WHAT'S NEW IN REFERENCE

Doing Business 2007

Bus Ref 658.848 DOI

This is a comparison of business regulations in 175 countries, published by the World Bank. Ten indicators are used to measure the ease, pitfalls, or obstacles encountered by businesses around the world. The indicators discussed include: starting a business, dealing with licenses, employing workers, registering properly, getting credit, protecting investors, paying taxes, wading across borders, enforcing contracts, and closing a business.

Asia's 10,000 Largest Companies: Marketing and Financial Information on Asia's Top Companies

Bus Ref 338.7 ASI

Financial data on 10,000 of Asia's largest companies includes sales, profit, assets, and number of employees. Also included are lists of Asia's 500 most profitable companies, the 500 biggest money losers, and the 100 largest companies by industry sector. Industries covered include: banks, pharmaceuticals, communications, insurance, electronics, and business services to name a few. An alphabetical company list includes address, telephone, and fax numbers.

Mancuso, Anthony

The Corporate Records Handbook: Meetings, Minutes & Resolutions

Bus Ref 346.730664 MAN

Complying with all legal requirements can be daunting. Here in one volume are all the forms you will ever need with detailed explanations in plain English.

UPCOMING EVENTS & PROGRAMS

January 23 7-9 pm
Marketing Excellence Seminar

Registration required. Please call (631)
421-4530, extension 378.

WEBSITES OF INTEREST

The Federal Marketplace

www.fedmarket.com

An Internet gateway providing assistance in marketing and selling products and services to the federal government as well as state and local governments, international governments and organizations.

Business Finance

www.businessfinance.com

Search the criteria of over 4,000 sources for business loans, venture capital, equipment leasing and commercial real estate financing.

Business Owners' Idea Cafe

www.businessownersideacafe.com

A fun approach to serious business. This gathering place of success tips for entrepreneurs by entrepreneurs covers topics from finance to naming your business. Network in the Cyber Schmooz lounge where folks discuss business volunteer opportunities, weird tax deductions and the first year in business.

Business Town

www.businesstown.com

This large business information site has sections on managing a business, home businesses, Internet businesses, accounting, selling a business and more.

Home Business Magazine

www.homebusinessmag.com

Advice and ideas on business startup, management, marketing and sales.

Small Business Notes

www.smallbusinessnotes.com

Find articles on starting or buying your first business as well as planning, management and legal issues.

NEW TO THE COLLECTION

Marketing

Brown, Bruce Cameron
*How to Use the Internet to Advertise, Promote
and Market Your Business or Web Site--
With Little or No Money*
658.872 BRO

Marketing Planning Guide
658.802 MAR

Meisner, Chet
*The Complete Guide to Direct Marketing: Creating
Breakthrough Programs That Really Work*
658.872 MEI

Murray, Chris
*The Marketing Gurus: Lessons from the Best
Marketing Books of All Times*
658.8 MUR

Peters, Paula
*The Ultimate Marketing Toolkit: Ads That
Attract Customers, Brochures That Create Buzz,
Web Sites That Wow*
658.82 PET

Stroud, Dick
*The 50-Plus Market: Why the Future is Age
Neutral When it Comes to Marketing &
Branding Strategies*
658.8348 STR

Wibbels, Andy
Blogwild!: A Guide for Small Business Blogging
658.872 WIB

Customer Service

Levesque, Paul
Customer Service from the Inside Out Made Easy
658.812 LEV

Miglani, Bob
*Treat Your Customers: Thirty Lessons on
Service and Sales That I Learned at My Family's
Dairy Queen Store*
658.812 MIG

Smith, Jaynie L.
*Creating Competitive Advantage: Give Customers
a Reason to Choose You Over Your Competitors*
658.8 SMI

*Up Close & Personal?: Customer Relationship
Marketing @ Work*
658.812 UP

Find Your Niche

Dismore, H.
Start Your Restaurant Career
647.95068 DIS

Lynn, Jacquelyn
*Start Your Own Senior Services Business:
Your Step-by Step Guide to Success*
658.041 LYN

McGrath, Skip
How to Start and Run an eBay Consignment Business
381.177 MCG

Moran, Jill S.
How to Start a Home-Based Event Planning Business
394.2068 MOR

Pankratz, Nicole
Start and Run an ESL Teaching Business
658.041 PAN

Peake, Jacquelyn
How to Start a Home-Based Antiques Business
745.1068 PEA

Salzberg, Kathy
How to Start a Home-Based Pet Care Business
658.041 SAL

Steelsmith, Shari
How to Start a Home-Based Day-Care Business
362.712 STE

Half Hollow Hills Community Library

Dix Hills Building

55 Vanderbilt Parkway
Dix Hills, NY 11746
(631) 421-4530

Melville Building

510 Sweet Hollow Road
Melville, NY 11747
(631) 421-4535

<http://hhl.suffolk.lib.ny.us>

Compiled by
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Reference Department

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