

THE CONNECTOR

THE ENTREPRENEURS BUSINESS AND NETWORKING NEWS - SUMMER EDITION 2013

"Entrepreneurs have to be willing to stay the course even when those closest to you question what you're doing."

- Brett Wilson

"You don't learn to walk by following rules. You learn by doing, and by falling over."

- Richard Branson

"If we keep winning our destiny is in our own hands."

- Tim Horton

"It was my philosophy to treat the franchise owners as partners."

- Ron Joyce

"It's hard to beat a person who never gives up."

- Babe Ruth



We've saved a place for you...

New Networking For Results

How many appointments does it take in a week to meet your quota? Have you tried business networking to get more warm referrals?

The Canadian Imperial Business Network has weekly meetings right across the city. Business owners get together over lunch or breakfast to give each other warm leads. There is only one person per industry so there is never any competition to you. Some of the members boast increases in volume that exceed \$20,000 a year.

The Calgary Business Network also offers educational events that help you improve your bottom line. Do you need access to social media marketing techniques? Do you want to know how to close the sale

or do a better follow up after a trade show? Need to understand taxation laws better? All of this and more is available at monthly meetings where you can meet strategic partners for your future ventures.



Fill your Calendar by networking.

The Calgary Business Network allows members to drop in on a monthly basis and has less commitment than the weekly clubs of the CIBN. Advertising options are also available for

those who have no time to attend meetings.

Networking is not new but combining networking with social networking is a brand new effective exercise that the CIBN is very gifted at. These are the skills that they teach to their network and it is the reason why they have quickly become the largest business network in Southern Alberta.

With a reach of over 6000 businesses and 300,000 followers in the city of Calgary alone they are a great place to obtain membership or to sponsor for advertising purposes.

Get more referrals, get more appointments, get more business. Join the CIBN today!

403-370-4472
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Profitable Phone Tips

Connecting your cell phone to your corporate system means costs can drop 40% or more!

Take advantage of calling plans, like My Fav Five. Fav Five plans are offered by the major cell carriers. Calls you make to your Fav Five numbers are Free. Make the office one of

these numbers and all your routed calls become free. Use your cell phone more and pay less. Turn your cell phone off without turning it off because it's always your main office number. Calls can be routed to reach you only during the times you've allowed.

Rediscover work life balance.

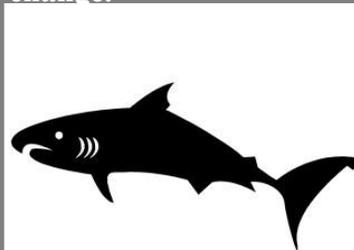
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Television may want to convince us that all entrepreneurs are dragons or sharks but in reality entrepreneurs often have a compassionate side. Bill Gates has his own foundation for charitable giving and Richard Branson donates to AIDS research as well as the fight against nuclear weapons and climate change.



Do dragons eat sharks for breakfast?

What Do Entrepreneurs Have In Common?

Work ethic, vision, and persistence are a few things that most people would agree that entrepreneurs have in common, but here are a few other things that are typical.

#1 Entrepreneurs are down to earth. Maybe it is from eating too many fast foods when they were fighting to survive but entrepreneurs are pretty down to earth people. Dustin Moskovitz of Facebook still rides his bicycle to work.

#2 Entrepreneurs are master multi-taskers. In the beginning of their business careers they typically did not have

more than one other person working with them so they became good at marketing, sales, production, staffing, and more.

#3 Entrepreneurs think differently. In 1997 as CEO of Apple Steve Jobs commissioned the slogan “Think Different,” but thinking different was a way of life for Jobs who as a young adult travelled to India and lived off an apple orchard. It was entrepreneurs who came up with the idea to “think outside the box” and also entrepreneurs who eventually blew up the box!

#4 Entrepreneurs suffer from eternal optimism. They say things

like, “When your attitude is right, the facts don’t count,” and unlike other people who may give up after a failure they see it as a battle lost and not a war and keep moving forward.

#5 Entrepreneurs don’t like to work a job. The only time they take employment is to earn enough short term cash to get started on another new venture.

#6 Entrepreneurs have laser focus. There are no official stats but many entrepreneurs have ADHD which causes lack of focus in areas of disinterest but extreme focus and excellence in others. Entrepreneurs have the ability to stay in the focus zone.

How To Network In Calgary During The Summer Months

Prepare for the Calgary Stampede by first accepting that no business will be done for two weeks in July. However the networking possibilities will be endless.

- Attend Barbeques
- Go to pancake breakfasts
- Wear blue jeans, belt buckles and cowboy hats

- Collect business cards
- Give out business cards
- Enjoy patio parties
- Take in the Stampede with friends and clients

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Flower Power To Land The Client

Flowers are always a great idea for birthdays, anniversaries and weddings but did you know they are also a fantastic way to land a new client? What if you sent a big bouquet to the receptionist at the firm where you just made a pitch to use your services? The fresh roses from Velda's Grower Direct can last up to three weeks. That is three weeks of continual dripping right at the front desk!

Recognizing a special day for a client is a proven method of keeping that customer happy with your services. If you ever make an honest mistake it is also effective to send flowers with an apology.

Real estate agents often leave a gift for the new home owners, but when does the real estate agent need that client to remember them? Wouldn't it make sense to send flowers on the anniversary of the sale?

Having a florist that knows your business and who understands your tastes is a powerful asset to your increased revenue.

"After doing the math we realized that sending flowers not only made sense it also made money. When a new client was worth a thousand dollars a month a large bouquet was a worthwhile investment."

- Kerry George @createloalty2U

Quick Tips For Good Health

So many of us have a busy lifestyle, Cathy Orman offers a few for easy ways to make small, meaningful & healthy changes that have a positive impact & good health benefits in our lives.

Look for healthy swaps in your daily diet.

Do you have favorite foods you just LOVE, but realize those foods are not so healthy? Find a healthy "swap" or equivalent that you can have instead!

Small, gradual healthy changes win! Try to add just one healthy change to your diet or lifestyle each week. Small, well planned, easily integrated changes will quickly add up

& become permanent, and you will be amazed the great health benefits you'll be experiencing! One change per week = 52 healthy changes per year! Now that's real positive progress!

Energizing morning stretch. Before you arise out of bed each morning take time to stretch & give your muscles a healthy start to the day. Be consciously aware of all the wonderful healthy energy moving through your body!

For more quick tips for good health go to www.personalenergywellnessolutions.com

Cathy Orman 403-453-4452



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Did you know?

Arnold Schwarzenegger made his first million dollars from business and real estate the year he starred in his first big picture Conan The Barbarian.



CALGARY BUSINESS NETWORK
www.CalgaryBiz.net

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5 BEGINNER STEPS FOR USING LINKEDIN

Getting Started with LinkedIn can be intimidating if you have not already been using this social media platform, but don't worry it is actually pretty easy. The hardest thing for a business owner is just getting the time to sit down and get at it. Try to give yourself an hour to get through the process and get it set up right and then it will be easy to maintain in a few minutes a day.

LinkedIn can be very profitable for making appointments, building pre-client relationships, staying in contact with your customers and learning more about your own industry. Overall you could increase your bottom line substantially just by being on there and having a good profile where people can find you. So it is definitely worthwhile especially for B2B who do not fare so well with Facebook and other platforms. After looking at your website potential clients will often do a search on your personal name, your LinkedIn profile will come up top in the google search so be sure to utilize this opportunity to outshine your competitors.

Here are some good tips for getting started, and check out our website at www.loyal2U.ca for more simple techniques to step up your game:

1. Google LinkedIn and sign up; Just follow the prompts putting in your email address and picking a password.
2. Completely fill out your profile. This is your opportunity to share all of the great stuff about yourself that you need to share. Nobody is going to dispute it, but be honest. Your integrity is important.
3. Get a nice headshot of yourself looking approachable but professional. Casual pics are fine on Twitter and Facebook but not on LinkedIn. This is where professionals connect. Let them see your face, many of the connections you want to have will refuse to connect to a picture of a logo or something other than your face. They won't say anything about it, they will just reject your connection. You will never know the reason why (that is why we are telling you.)
4. Go to that stack of business cards that you have been collecting for years and start adding all of those people as contacts. Write them each an invitation as you do it reminding them how they know you. This is a great way to reconnect with connections from the past and to bring them up to date with what is happening in your business and life now.
5. If your goal is to make new connections and get more business be sure to put your phone number and your email address right into your summary. Never make people look for how they are going to connect to you.

Today's tips were supplied by:

LOYAL 2U

To read the 10 Beginner Steps For Using LinkedIn go to WWW.LOYAL2U.CA