



# SMALL BUSINESS SUPPORT NETWORK



SENSIBLE MARKETING SOLUTIONS  
AMP UP Your Brand  
IGNITE YOUR BUSINESS

Digital Magazine

JANUARY 2022

## What's inside

3 Rules For Growing Your  
Business on Social  
media

WHAT'S YOUR  
BUSINESS'  
REPUTATION  
AND WHY IT MATTERS  
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Stop Drifting in Your  
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CREATED BY KEN WARD

## Charity Spotlight



## Business Spotlight

ANDREA CLARK  
STANDARD  
BEAUTY AESTHETICS



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*Standard Beauty*  
aesthetic **05**

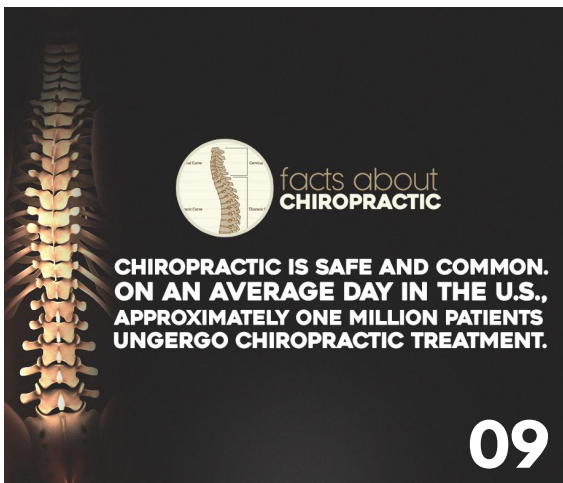
## Business Spotlight

This month's local spotlight is featuring Andrea Clark owner of Standard Beauty Aesthetic



## Content Rules

If you want to crush it on social media you're going to have to know the rules.



## Authority Posts

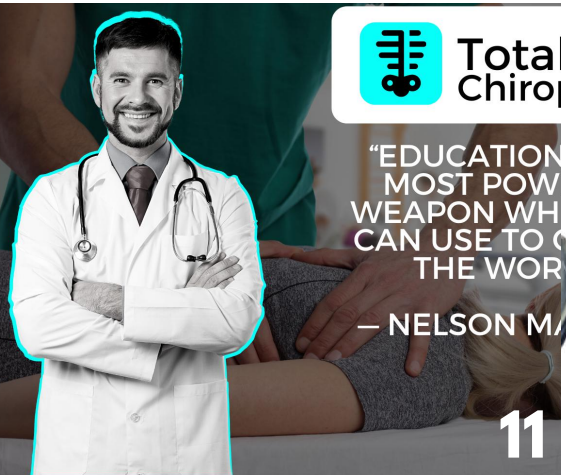
How to establish authority in your chosen field.

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Experience true Texas hospitality at The Ballard House



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The Small Business Support Network was created to provide ongoing support to our small business owners.

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How bad posture impacts your bottom line

by Cynthia Croissant

# Meet Andrea Clark

## Standard Beauty Aesthetic



Andrea is an oncology trained and certified Esthetician. This means she has taken over 24 hours of extensive training on how to properly care for the skin of cancer patients. She is trained and certified in multicultural skin with an emphasis on clearing up hyperpigmented skin, using various chemical peels and microdermabrasion. In addition, Andrea is also an acne expert. She is most proud of the integrity she brings to her business and how her clients say they can "feel the love of God" in her treatment room and through her caring touch.

Check out her website at  
<https://www.standardbeautyco.com/>



Social sites



# Q & A

Andrea Clark

## WHAT INSPIRED YOU TO GET INTO THIS INDUSTRY?

I had developed a lot of hyperpigmentation after having a hysterectomy. This led me into trying different products and watching YouTube videos, seeking solutions for my skin. As I continued searching, I would hear the word Esthetician a lot. Believe it or not, being from a small town in Alabama, I didn't know what an Esthetician was, so I began researching schools near me that offered Esthetics. I decided to enroll at Ogle, Hair Skin Nails in Stafford, TX. After completing the 750 hours the state of Texas requires and passing the state board exams, I opened up a skin therapy clinic.

## WHAT'S UNIQUE ABOUT ONCOLOGY ESTHETICS

With cancer diagnoses on the rise, chances are that you or someone you know is living with cancer. Recognizing that people living with, recovering from, or survivors of cancer require special treatment, led me to become Certified in Oncology Esthetics. Cancer treatments can be very hard on the skin, which is one of the challenges I want to help alleviate. Additionally, studies show that the power of touch, such as through a facial, massage, can help reduce pain, improve mood, and reduce fatigue in cancer patients.

Skin health suffers when our entire bodily system is under the stress of not only fighting cancer, but the treatments that help us survive it. I am honored to offer certified, conscientious, specialized treatments to help nourish your skin and relieve as much stress as possible, during this difficult time.

- Oncology Esthetics helps to restore the balance that is in constant sway during and even after chemotherapy and radiation.
- I have undergone rigorous training in order to work with you to improve the extreme dryness, inflammation, and potentially fragile state your skin may endure.
- Unique products are used to soothe, deeply hydrate, and strengthen skin's weakened barrier.
- Every positive action has meaning. Self care is a purposeful, effective stress reliever.
- A little extra compassion, via human touch, is never a bad idea. It's not about being fixed, it's about feeling better, feeling cared for, and feeling like yourself again. Detachment, even temporarily, is quieting and de-stressing.

...studies show that the power of touch, such as through a facial, massage, can help reduce pain, improve mood, and reduce fatigue in cancer patients.



Standard Beauty  
aesthetic



# **3 RULES FOR GROWING YOUR BUSINESS ON SOCIAL MEDIA.**

## **Rule #1**

**You have to post at least once a day  
(more on certain networks).**

## **Rule #2**

**Your content needs to be  
educational and/or act as a  
window into the business.**

## **Rule #3**

**It's more important for your pages  
to be ALIVE...rather than perfect.**



# FREQUENCY RULES



## Facebook and Twitter

2x per day  
(10 a.m. and 4 p.m. with time varied,  
based on business)



## Instagram

1x per day  
(Around 10 a.m. Monday  
Through Friday)



## LinkedIn

1 to 2x per day  
(10 a.m. - noon)



## Google my business

2x per day  
(10 a.m. - noon)



# AUTHORITY BUILDING



facts about  
**CHIROPRACTIC**

**CHIROPRACTIC IS SAFE AND COMMON. ON AN AVERAGE DAY IN THE U.S., APPROXIMATELY ONE MILLION PATIENTS UNDERGO CHIROPRACTIC TREATMENT.**

## Let's talk about the type of social posts that establish authority

### HOW IT WORKS...

The first thing you need to do is focus on creating social posts that are educational. Yes, that includes teaching and giving advice for free.

When you share extremely valuable information and flex your expertise on social media, people are going to see you as an authority.

It gives people that are stalking you on social media and trying to make a decision on whom they want to spend money with, that you are the one that knows what you are doing. You are going to send a clear message that you are the expert in what you do.

### WHY TEACH PEOPLE HOW TO DO SOMETHING THEMSELVES FOR FREE?

Because if you can give someone really powerful advice on a problem they have, you're going to create a special connection with them that your competitors are just never going to have.

# POSITIVITY

HOW TO BECOME A SOURCE OF  
POSITIVE ENERGY WITH SOCIAL POSTS

# TODAY

## IS A NEW

# beginning

### HOW TO BE AWESOME

Positivity posts are all about putting something out there that lets people into your head and shows people what you believe in.

This is how you put up things that make people feel better about their day.

You would be surprised how often people are going to approach you and say things like "Hey, I was having a really rough time yesterday, and what you posted really motivated me to push through it and have a good day anyway."

### WHY THIS IS SO IMPORTANT.

This really isn't just a way to grow our business on social media.

It's an easy way to make a really positive impact on people in your community because putting positive energy into the world makes it a better place for everyone. That's what we all want as human beings right?

The bottom line is if you can positively affect someone's day you're going to build a really special bond with them and that's why they're going to choose you over your competitors.

# PROFESSIONAL POSTS

## How to look more professional and organized than your competitors

### HOW TO LOOK LIKE A PRO

Social posts that are going to establish this are going to need three things.

You or an awesome team member's face, content, and your branding.

Adding you or a team member's face really adds an amazing touch because when potential customers can get to know you a lot better their going to choose you over you competitors.

Your content on this one can absolutely be a piece of sales copy or quote. By the way, people take sales copy a lot better when it's not what you're constantly posting.

Hopefully, I've helped you understand now how the other posts set this part up for success.

Lastly, you need to brand these posts with your logo. This sends a clear message that you are actually putting a ton of time into these posts and that this expertise and motivation is actually coming from you.

It also keeps your competitors from stealing your awesome posts.

If you can crank all of this work out on your own... do it. It's worth every second of your time. But if you need help...I got you.



**Total Care  
Chiropractic**

**“EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD.”**

**— NELSON MANDELA**

**25% OFF**  
Experience ultimate relaxation with a Custom Facial



**SMALL BUSINESS SUPPORT NETWORK**  
*Local deals*



**YOUR AD HERE!**  
BUILD YOUR BRAND  
GET NEW CUSTOMERS  
SUPPORT THE COMMUNITY



**Its Time to Feel Your Best**  
**30% OFF**  
**FIRST MONTH OF TRAINING**



**HEART & HYDRATE Oncology Facial**  
**25% OFF**  
This facial addresses the specific needs and concerns of people undergoing all phases of cancer treatment, as well as, recovery.



# Stop Drifting in Your Business Once and For All!

Posted by Kevin Wessels

**“Not all readers are leaders, but all are readers.”**

**– Harry Truman**

We took the above quote to heart in 2020 and so did our Mentor Board of Directors. Our clients did, too, particularly with so many of us on extended lockdowns. It's definitely easier than ever to consume great educational content, as there is a multitude of good books in the areas of business, leadership, and personal development to read, listen to, or watch. Sometimes, having so many options can impede progress and action, though, right?

*With that, what's the best book you've recently read?*

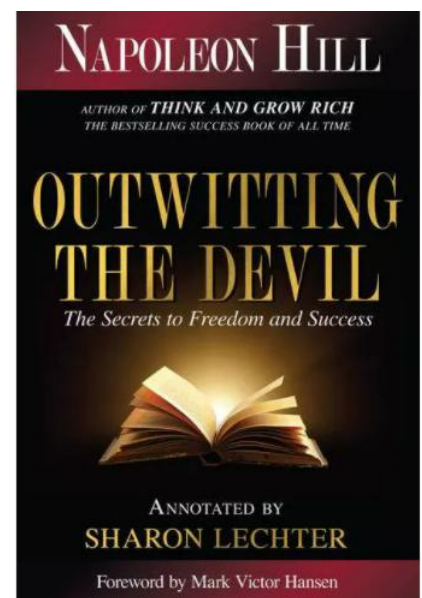
For us it's *Outwitting the Devil: The Secrets to Freedom and Success* by Napoleon Hill and annotated by Sharon Lechter. Yes, that Napoleon Hill, the self-improvement pioneer of *Think and Grow Rich* fame. Though this book was written back in 1938, the annotated version did not appear until 2011! Admittedly, we had never heard of this book, but are we glad we found it!

Essentially, the book boils everything down to Faith vs. Fear, and it asserts that the Devil and/or the invisible forces in our minds (depending on your point of view) are constantly making us drift aimlessly in our personal and business lives. To overcome and escape the grasp of the Devil, the book also reveals seven principles that must be followed to stay on track, make progress, positively impact others, and attain success.

Thus, the title of the book: *Outwitting the Devil: The Secrets to Freedom and Success*.

The back and forth dialogue between Hill and the Devil during the extended interrogation/interview of the Devil is tremendous!

We've copied a portion of this exchange below in which the Devil himself explains and breaks down the difference between a drifter and a non-drifter:



# The Drifter

- The first thing you will notice about a drifter is his total lack of a major purpose in life.
- He will be conspicuous by his lack of self-confidence.
- He will never accomplish anything requiring thought and effort.
- He spends all he earns and more, too, if he can get credit.
- He will be sick or ailing from some real or imaginary cause, and calling to high heaven if he suffers the least physical pain.
- He will have little or no imagination.
- He will lack enthusiasm and initiative to begin anything he is not forced to undertake, and he will plainly express his weakness by taking the line of least resistance whenever he can do so.
- He will be ill-tempered and lacking in control over his emotions.
- His personality will be without magnetism and it will not attract other people.
- He will have opinions on everything but accurate knowledge of nothing.
- He may be jack of all trades but good at none.
- He will neglect to cooperate with those around him, even those on whom he must depend for food and shelter.
- He will make the same mistake over and over again, never profiting by failure.
- He will be narrow-minded and intolerant on all subjects, ready to crucify those who may disagree with him.
- He will expect everything of others but be willing to give little or nothing in return.
- He may begin many things but he will complete nothing.
- He will be loud in his condemnation of his government, but he will never tell you definitely how it can be improved.
- He will never reach decisions on anything if he can avoid it, and if he is forced to decide he will reverse himself at the first opportunity.
- He will eat too much and exercise too little.
- He will take a drink of liquor if someone else will pay for it.
- He will gamble if he can do it "on the cuff."
- He will criticize others who are succeeding in their chosen calling.
- In brief, the drifter will work harder to get out of thinking than most others work in earning a good living.
- He will tell a lie rather than admit his ignorance on any subject.
- If he works for others, he will criticize them to their backs and flatter them to their faces.

SET  
GOAL

MAKE  
PLAN

GET  
TO  
WORK

## Non-Drifter

- The first sign of a non-drifter is this: He is always engaged in doing something definite through some well-organized plan which is definite. He has a major goal in life toward which he is always working, and many minor goals, all of which lead toward his central scheme.
- The tone of his voice, the quickness of his step, the sparkle in his eyes, the quickness of his decisions clearly mark him as a person who knows exactly what he wants and is determined to get it, no matter how long it may take or what price he must pay.
- If you ask him questions, he gives you direct answers and never falls back on evasions or resorts to subterfuge.
- He extends many favors to others, but accepts favors sparingly, or not at all.
- He will be found up front whether he is playing a game or fighting a war.
- If he does not know the answers he will say so frankly.
- He has a good memory; never offers an alibi for his shortcomings.
- He never blames others for his mistakes no matter if they deserve the blame.
- He used to be known as a go-getter, but in modern times he is called a go-giver. You will find him running the biggest business in town, living on the best street, driving the best automobile, and making his presence felt wherever he happens to be.
- He is an inspiration to all who come into contact with his mind
- The major distinguishing feature of the non-drifter is this: He has a mind of his own and uses it for all purposes.

*Do any of these attributes sound or seem familiar?*

*Have you struggled with any of these and which are your current focus areas depending on where you are in your entrepreneur journey?*



# ONLINE REPUTATION

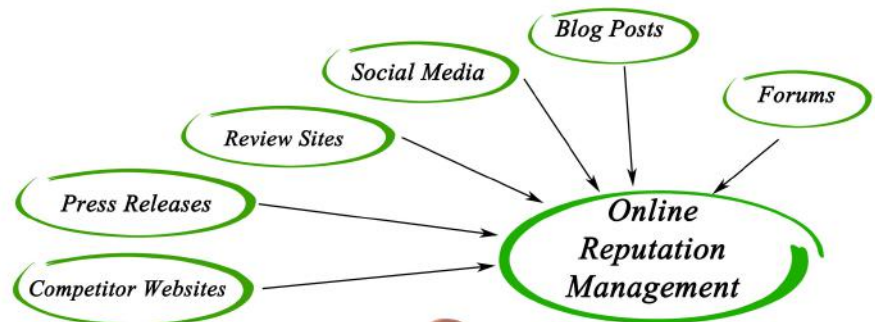
BY SARAH MOON



You've worked hard, delivered great products or services, and built your business. While you've been focused on your business, customers have changed how they evaluate and choose where to place their trust and spend their dollars. If you haven't been paying attention you may not have felt the subtle shift that is already impacting your business. If you aren't familiar with the term "Online Reputation", the data below from Qualtrics should rivet your attention on learning what it is and how to manage it.

"91% of 18-34 year olds trust online reviews as much as personal recommendations, and 93% of consumers say that online reviews influenced their purchase decisions." <https://www.qualtrics.com/blog/online-review-stats/>.

Think through those statistics...over 90% of customer's purchase decisions are directly influenced by online reviews ( your online reputation). Couple that with the knowledge that over 90% of final purchases began with an online search. Today's reality is you must manage your online reputation because over 90% of your customers and potential customers are evaluating whether or not to purchase from you based on your online reputation. Online Reputation is your digital word of mouth and it is a determining factor in whether your business will thrive or struggle in the future.



What is "Online Reputation Management"? Reputation Management is the active process of building, monitoring, and promoting your online reviews (your online reputation) to build trust with potential customers and gain an advantage over your competition.

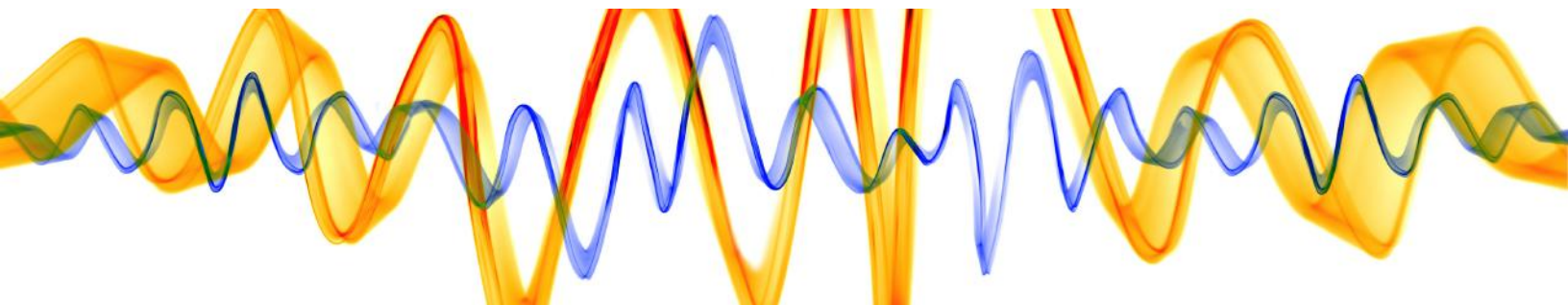


## **Building Your Reputation**

Building your online reputation is an active process. To get more reviews you have to ask for them... and then ask again... and then ask again. Why? Because customers get busy, they get interrupted, they see a shiny object... they want to give you a great review and they will if you remind them that it is important for them to do it. But you have to remind them and then remind them again to help them remember to complete it for you. It starts with asking your customer for a good review when they're paying for the product or service. It involves some training for your staff and teaching them why it is important and how it benefits them by bringing in more customers. Now the reality is, most customers won't give you a review after the first ask. It may take three, four or more attempts to prompt them to take the time to give you a review. It is clear from the research on online reputation the number of reviews is actually more important than receiving all 5 star reviews. So if you're sitting back hoping your customers will give you great reviews on Google, Facebook, or Yelp you are not actively building your reputation. Asking them to give you a good review when they're paying their bill is better than not asking, but it is still hit or miss. If you truly want to be in the top spot of potential customers "I'm buying it there!" list you will need to create a process that continually asks your existing customers for reviews. Keep in mind consumers only give the most weight to reviews that are less than 90 days old so continually receiving new reviews is very important. (Hint: build a review request campaign using email and text marketing)

## **Monitoring Your Reputation**

Monitoring your online reputation is an everyday thing. Knowing where reviews are being posted about your business and whether they are good or bad reviews is important for several reasons. Where reviews are being posted matters because it guides where you promote your reputation. Knowing if you are receiving good or bad reviews seems obvious, but there is more to it than just positive or negative. If you receive the occasional negative review that is O.K. Consumers know that you are not going to make everyone happy. Consumers also know that people like to leave negative comments just because. The way you handle them is what is important. Don't ignore negative reviews. Always be polite and provide information back to the consumer. Show them that you genuinely care about their business and are willing to do what you need to do to gain their trust again. Sometimes consumers just like to know when they are being heard. A simple reply shows you are listening and you care. (hint: make monitoring reviews part of someone's job description, yes it's that important)



## Promoting your reputation

Now that you are generating consistent reviews it's time to use them. Having reviews does nothing; promoting them creates Magic!

Keeping in mind that reviews over 90 days old don't carry as much weight, you should be sharing your new reviews on your website, social media, and everywhere a consumer is searching for your products or services. Post your reviews on the homepage of your website so every visitor can see them, they came to learn about your business so show them you get lots of good reviews. New reviews should be immediately posted to your social media accounts so existing customers see you still as great as they remember and potential customers learn to trust you. If there is a site like trip advisor that generates great leads for you then find out how to promote your reviews on that site. (hint: automate your review promotion so you don't have to do it by hand)



## Final Thoughts

Your Online Reputation is your Word of Mouth, but online it is multiplied tens or hundreds of times. If you don't manage your online reputation it will impact your business and you may not even realize it is happening. Your sales won't grow, you'll wonder why you aren't seeing new younger customers coming in, and your old customers may stop coming to you. The good news is now you know about the changing marketplace and you can prepare and even take advantage of it. Doing it well takes time that you may not have, if you decide to outsource it then make sure there are systems and processes put in place to build, monitor, and promote your online reputation. If they are not doing all three you are not going to get all the benefits that good reputation management creates for a business.



# The Ballard House

Experience True Texas Hospitality at The Ballard House

Our Mission is to provide temporary housing in our community with a warm, safe environment for individuals and their families who are hospitalized or receiving treatment for a serious medical condition.

Check out their website at

[www.theballardhouse.org](http://www.theballardhouse.org)



# THE BALLARD HOUSE

A CINCO CHARITIES COMMUNITY

**GET TO KNOW**

The dream started in 2006 when the CEO of Keller Williams Realty issued a challenge to Keller Williams market centers around the country to “leave a legacy” in the communities in which they live and work. The associates of Keller Williams Premier Realty in Katy took that challenge to heart. Construction of The West Houston Medical Center had just started and it was evident that people would be traveling to the area for their treatments and would need housing. Cinco Charities, Inc. was birthed with the mission to provide temporary housing for patients and their caregivers coming to the Katy/West Houston area medical facilities for treatment of life threatening illnesses.

For several years, while working toward their ultimate goal to build a hospital hospitality house for guests which would be free of charge to patients going through treatment and open to patients of any age, Cinco Charities continued housing families in nearby hotels. This was accomplished because of the generosity of sponsors and friends of Cinco Charities who attended the fundraising events and supported the mission wholeheartedly.

In 2011, Erin Ballard, a cancer patient herself heard about Cinco Charities from her oncologist, Dr. Sunil Patel at MD Anderson Cancer Center in Katy and was inspired to donate the use of one of her rental properties to Cinco Charities to expand their outreach. That home became known as Erin’s House. Erin’s House was loved by all of the families who found it be their “home away from home” during their loved ones treatment.



Monty, too, was touched by the charities mission as well and started The Ballard Foundation to advance Cinco Charities goal to build their hospitality house in Katy. "We live in Katy, not far down the street from MD Anderson," Monty Ballard said, "We started thinking about people that live in other states who wanted the best treatment they could get and just couldn't afford the other parts of the puzzle. They might have great insurance, but still couldn't afford to come here to stay and get treatment. We thought we could make it possible for Cinco Charities to move forward."



"We started thinking about people that live in other states who wanted the best treatment they could get and just couldn't afford the other parts of the puzzle."

In December 2013, a huge crowd of supporters celebrated the grand opening of The Ballard House which boasts 20,000 square feet of livable space and is located on three acres in the heart of Katy. A few days later, our first five families were moved in. And they keep arriving from other countries, all over the US and from the four corners of Texas. The Ballard House has experienced the generous support from our community in so many ways and we are so thankful for each and every one of you. We have the very best volunteers in the world who show every day with open hearts and big smiles to welcome everyone who enters our doors with a happy greeting, "Welcome to The Ballard House."



**SMALL BUSINESS  
SUPPORT NETWORK**



## **WE ARE HERE TO HELP SMALL BUSINESSES GROW**

The Small Business Support Network was created to provide ongoing support to our small business owners. If you're just starting out or have been in business for years, we are here to help provide solutions that can make you more successful. From advice and tips from local business owners, to new customers from their community, we will do our very best to add value and support all of our small business owners . Our resources are listed below.



**SMALL BUSINESS  
SUPPORT NETWORK  
Digital Magazine**



**SMALL BUSINESS  
SUPPORT NETWORK  
FACEBOOK PAGE**



**SMALL BUSINESS  
SUPPORT NETWORK  
WEBSITE**



**SMALL BUSINESS  
SUPPORT NETWORK  
Business Directory**



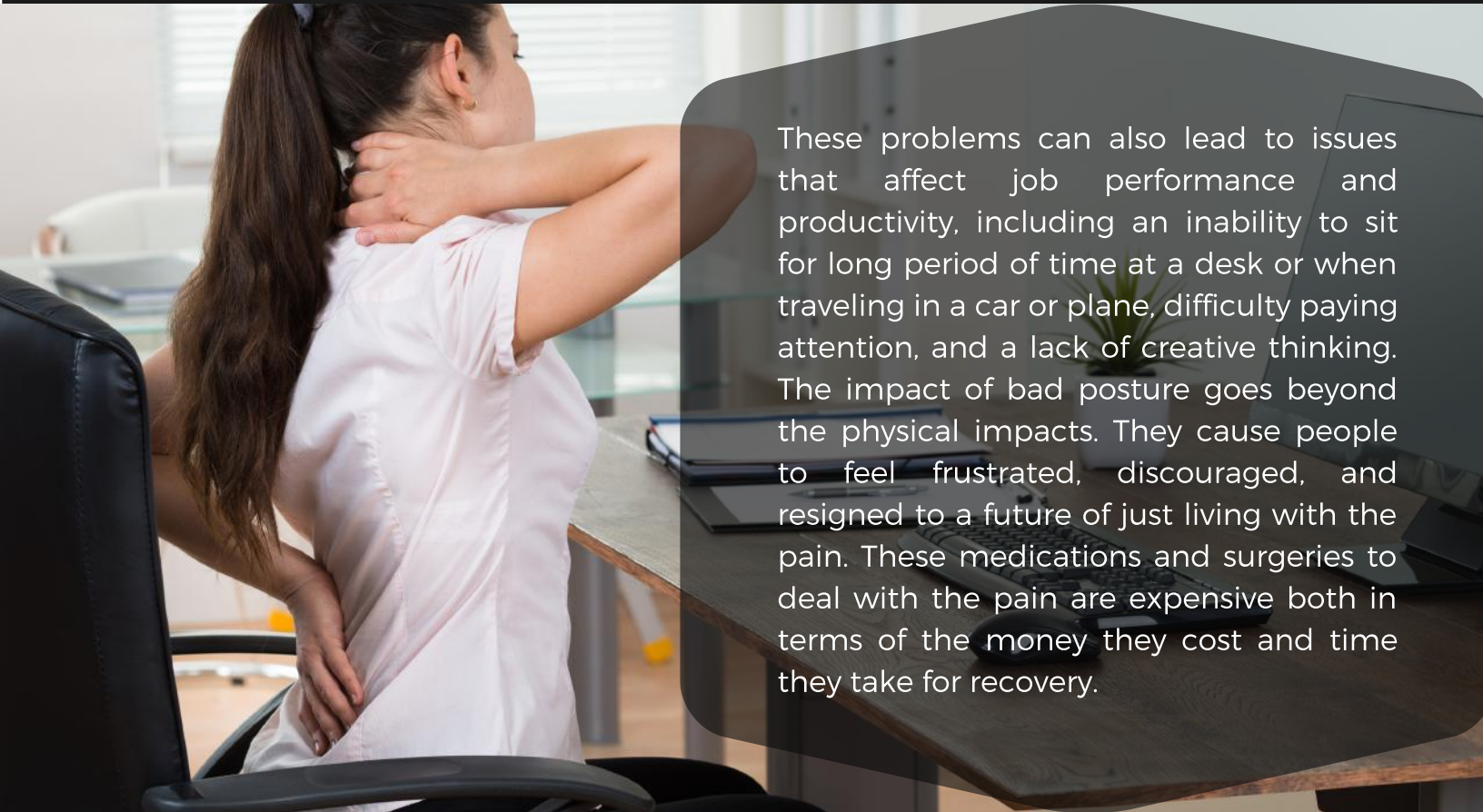
**SMALL BUSINESS  
SUPPORT NETWORK  
POD CASTS**

# How Bad Posture Impacts Your Bottom Line

by Cynthia Croissant

As we move into the New Year, business owners are reviewing costs from the last year and looking for ways to trim expenses in 2022. Some costs are obvious. Others are subtle and easy to miss. One such expense is the impact bad posture has on you and your employees.

With long hours sitting at a desk come a lot of bad posture habits like having your head too far forward, hunching your shoulders, and rounding your lower back. These posture habits put pressure on your body and can cause several painful and expensive problems such as neck and back pain, TMJ, carpal tunnel syndrome, breathing and sleeping issues, chronic fatigue, mobility restrictions and headaches. These issues take time away from working and costs the business money.

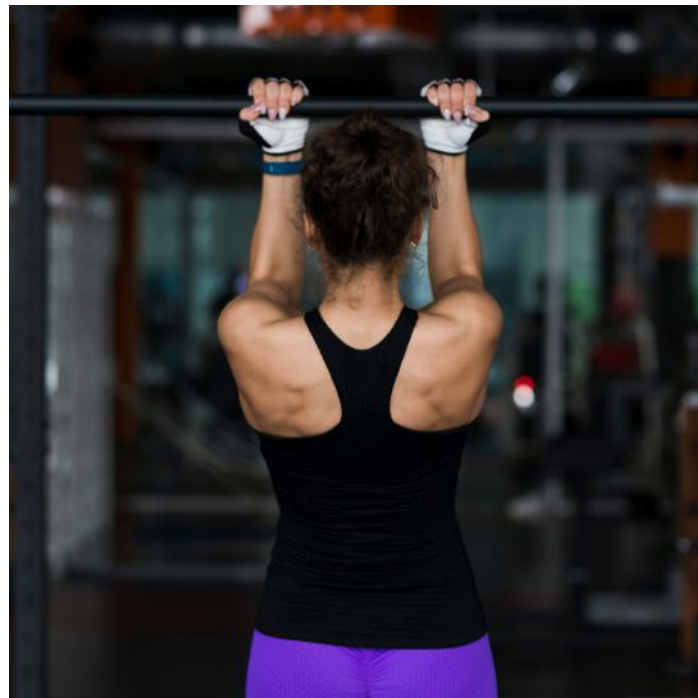


These problems can also lead to issues that affect job performance and productivity, including an inability to sit for long period of time at a desk or when traveling in a car or plane, difficulty paying attention, and a lack of creative thinking. The impact of bad posture goes beyond the physical impacts. They cause people to feel frustrated, discouraged, and resigned to a future of just living with the pain. These medications and surgeries to deal with the pain are expensive both in terms of the money they cost and time they take for recovery.



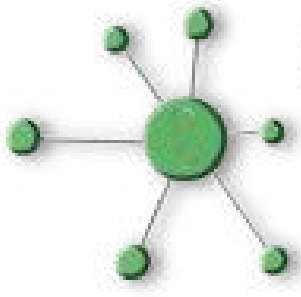
Back pain is the leading cause of disability in the US, and the number one prediction of back pain is previous back pain. Chronic back pain usually doesn't just clear up on its own. The pain repeats for 85% of patients. Pain in your body is like a check engine light in your car. It is a sign that something needs to change. To ignore it just leads to bigger and bigger problems. Approaches like pain medication just hide the pain. They don't get rid of the actual cause which often, at the most foundational level, is related to poor posture. If you don't take action to reverse the posture problems, the problems keep coming back.

There is a story about putting a frog in boiling water. If you dump a frog into water that is boiling it will just jump right out. But if you put the frog into cool water and then slowly turn up the heat until it is boiling, the frog will not realize what is happening until it is too late. It is the same way with posture problems. You don't realize how much the disfunction is affecting your work and your life until it is really painful. Once the disfunction is cleared up, you will notice improvements in areas you didn't even realize were that bad. For example, you will find improvements in mood, sleep, and focus.



Improving bad posture takes time, but it can be done. The first step is to realize it's a problem. One way to start resetting your posture is to set a timer that goes off once an hour in the middle of your day. When it goes off, stand against a wall. While standing against the wall, pull your head back, give yourself a double chin, unhunch your shoulders, and lengthen your spine. See if you can get your entire ribcage, shoulders, and back of your head flat against the wall. While you are holding the tall posture against the wall, take ten deep breaths that expand your belly and pelvic floor. Then you can return to your regular activity. When the timer goes off again, repeat the exercise of standing against the wall. Practicing these simple steps can help reverse the posture problems, improve the health and wellbeing of you and your employees, and cut down on wasted time and medical expenses. Improved posture can improve your bottom line in 2022.





# **SENSIBLE MARKETING SOLUTIONS**

## **AMP UP Your Brand**

### **IGNITE YOUR BUSINESS**



**TEXT MESSAGE MARKETING  
(SMS)**



**WEBSITE CREATION**



**FACEBOOK CONTENT  
& SCHEDULING**



**REVIEW WEBSITE BADGE**

**Contact us on our website**

**[www.ampmybusiness.sensiblemarketingsolutions.com](http://www.ampmybusiness.sensiblemarketingsolutions.com)**