



TBN MONTHLY GAZETTE

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No New Members!

If you know of a professional business that would be beneficial to our group, please give them one of the Tippecanoe Business Network cards.

Also, if you know of a business that has great customer service, let us know and we will approach them about joining our group.

Don't forget, being a member of Tippecanoe Business Network is like having sales people working for you all over the county. ■



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How to Raise Your Prices.

For many business owners, linking price and product seems natural. Consumers, however, are often willing to break this link and pay more for a product or service, if given sufficient motivation.

Put it this way: If product and price were tightly linked in consumers' minds, companies such as Starbucks Corp. or Rolls Royce Motor Cars would never sell their products over the cheaper generic equivalents on the market. But Starbucks isn't just about coffee and Rolls Royce isn't only about transportation. Instead, these products are about a brand identity that adds to price, but adds little or nothing to intrinsic value.

The sooner you break free of rigid pricing models, the easier it may be for you to sell more to affluent customers and, ultimately, make more money. Here are three ways to charge more for your products or services.

1. Target more affluent customers. Who is buying the product is an important factor when it comes to pricing a product. Different people often buy the same product or service at different prices because of who they are, rather than what the product is.

2. Become a leader in your field. Who is selling a product or service can make a big difference to many customers. A seller's reputation, financial stability and leadership position in its market have been made more valuable as competitive assets than they were several years ago.

3. Upgrade your venue. The importance of context when it comes to buying can't be underestimated. The difference in price between a face cream sold at a Walgreens Co. store and one sold in the home by Mary Kay, or at a cosmetic counter at higher-end stores such as Saks or Neiman Marcus, or at an exclusive Parisian boutique can be disproportionate to the difference in the product's ingredients. ■

Member Announcements

This section has been modified so members could make announcements to the rest of the group. If you have a new service, a special you are running or would just like to discuss one of the specialties of your business, please contact us and we will include your information in future issues. ■



XCOM Technologies

Don't forget we can help you with any cabling needs you might have. If you have a cabling job, or would like to upgrade your data network or phone system, please call us for a free quote. ■

Aspen Dental Group

At Aspen Dental Group we can't guarantee your anxiety about visiting the dentist will disappear, but nearly all of our patients find that's what happens. We want to prove that quality and comfort are our top priorities, so we have provided a coupon. Please print and bring with you on your next visit for 15% off the dental service of your choice. ■

**A One Time 15% Discount
Towards a Service of Your Choice
for Existing and New Patients**

Cash or Check only

CALENDAR OF EVENTS FOR JULY

TBN NEWSLETTER

DATE – JULY 1ST

Please read your newsletter to keep up with members and their services.

INDEPENDENCE DAY

DATE – JULY 4TH

Please be safe with your fireworks!

TBN MEETING

PLACE – XCOM TECHNOLOGIES

DATE – JULY 13TH

TIME – 6 PM

Please come to the meeting if you can.

TBN MEETING

PLACE – BRUNO'S

DATE – JUNE 22ND

TIME – 6 PM

Please come to the meeting if you can.

QUESTIONS AND ANSWERS

Q: Between my personal life and running my business, I am very busy. Do I have to attend the meetings?

A: No. We understand how hectic things are, which is why we opted for voluntary meetings, combined with this newsletter, to pass along member information.

Q: I know of a good business, can they join the group?

A: Yes. We encourage members to recommend a business to the group. If they don't conflict with other members services then current members will vote.

Q: Can a member be removed from the group?

A: Yes. A member can be removed for failing to promote the other members and for unprofessional acts.

Q: Do members use each other's services?

A: Yes. We encourage it. We ask that you at least give their business a try when you are in need of their services. That way you will know how great their services are when recommending them to others.

Q: If I have a question about Tippecanoe Business Network, what should I do?

A: We want membership to be a great experience. If you ever have any comments call 765-807-2357 or email info@tippebiznet.com.

Q: What is the purpose of the business cards?

A: It is hard to carry around business cards for each member of the group, which is why we created the TBN cards. If you find someone who could use a member's services, you can give them a card that directs them to the TBN site. All members' information will be on the site, including a link to their website. Also, if you know of a professional business that would be beneficial to the group, please give them a card.

Q: What are the fees to be a member of the group?

A: The fee is \$100 per year. It is used to help pay for the business cards, the TBN website and associated fees.

MEMBER DIRECTORY

Aspen Dental Group

Contact – Dr. Heath Jones
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Thompson Electric

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XCOM Technologies

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Tenley Studio

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