



TBN MONTHLY GAZETTE

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Small Business Success

What's important to the success of small-business owners and entrepreneurs? Knowledge, skill and talent.

However, many competitors have the same traits you do. The key to beating the competition and achieving success is mental, reflected in one's attitude, totally controlled by the individual and requires no cash.

How many times have we seen the underdog team or player win over the more talented opponent? The difference is often attitude.

These 10 attitude attributes can put you in the right mindset for achieving entrepreneurial success.

1. Have passion for your business

Work should be fun. Your passion will help you overcome difficult moments and persuade people to work for you and want to do business with you.

2. Set an example of trustworthiness

People have confidence in trustworthy individuals and want to work for them in a culture of integrity. The same is true for customers.

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3. Be flexible, except with core values

It's a given that your plans and strategies will change as time goes on. This flexibility for rapid change is an inherent advantage of small over large business. However, do not compromise on core values

4. Don't let fear of failure hold you back

Failure is an opportunity to learn. All things being equal, venture capitalists would rather invest money in an individual who tried and failed founding a company than in someone who never tried.

5. Make timely decisions

It's okay to use your intuition. Planning and thought are good. But procrastination leads to missed opportunity.

6. The major company asset is you

Take care of yourself. Your health is more valuable than the most expensive machinery or computer software for the company.

7. Keep your ego under control

Don't take profits and spend them on expensive toys to impress others. Build a war chest for unexpected needs or opportunities.

8. Believe

You need to believe in yourself, in your company, and that you will be successful. This confidence is contagious with your employees, customers, stakeholders, suppliers and everyone you deal with.

9. Encourage and accept criticism graciously

You need to constantly work on convincing your employees that it's okay — even necessary — to state their honest opinions even if it conflicts with the boss's opinion.

10. Maintain a strong work ethic

Your employees will follow your lead. It will also help you beat your competition by outworking them, particularly when your services are similar. ■

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. ■



Tenley Studio

We would like to let everyone know that we now offer Vinyasa Hot Yoga. The word Vinyasa means “breath-synchronized movement.” In other words, the teacher will instruct you to move from one pose to the next on an inhale or an exhale. Hot Yoga is a series of yoga poses done in a heated room. The room is usually maintained at a temperature of 95-100 degrees. As you can imagine, a vigorous yoga session at this temperature promotes profuse sweating and makes the body very warm, and therefore more flexible. Please look at our online calendar for class schedules. ■

XCOM Technologies

We just partnered with RealVNC. They provide remote control software which lets users observe and interact with desktop applications across any network. This is yet another company partnership that offers us discounted pricing, and we pass those savings along to our customers. VNC is in widespread active use by many millions throughout industry, academia and privately. There are several versions to choose from, including a free version and some substantially enhanced commercial versions. Give us a call and we can help choose the right version for you. ■

Just Us Kids Daycare

We would like to announce that enrollment applications are being accepted for fall 2011 Morning Preschool Class. ■

CALENDAR OF EVENTS FOR SEPTEMBER

TBN NEWSLETTER

DATE – SEPTEMBER 1ST

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

LABOR DAY

DATE – SEPTEMBER 5TH

A holiday that originated from the Central Labor Unions idea to create a day off for working people.

PATRIOT DAY

DATE – SEPTEMBER 11TH

A day in honor of individuals who lost their lives as a result of the 9/11 terrorist attacks.

TBN MEETING

PLACE – XCOM TECHNOLOGIES

DATE – SEPTEMBER 14TH

TIME – 7 AM

Please come to the meeting if you can.

INTERNATIONAL DAY OF PEACE

DATE – SEPTEMBER 21ST

Individuals around the world unite in a day of peace and nonviolence.

TBN MEETING

PLACE – BRUNO'S

DATE – SEPTEMBER 28TH

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

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Thompson Electric

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