

# The Tipper

www.TheTippersClub.com  
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THE PROFESSIONAL BUSINESS ASSOCIATES OF LONG BEACH OFFICIAL PUBLICATION

## Karen Widerynski, President Tippers Works! New Ideas to Make it Work Even Better!



Tippers has been an effective membership group for 30 years. There is a broad consensus in the club that the relationship building in Tippers has created and sustained a lot of business for members. But there is also a concern we are missing a great opportunity by not maximizing the e-power of a robust networking group. To that end, we presented a great educational program in August, a panel discussion "Enhancing Your Visibility on the Web". The goal of the discussion was to share ideas to improve web presence and enhance business opportunities online. Tippers is fortunate to have a lot of talent in this area, panelists included Nate Trimmer representing Omnibeat, Stori Stephenson from Yellowbook and Victoria Alberty who has created two web directories, including Local Long Beach Online. Each participant brings a depth of knowledge and a slightly different perspective, although there was consensus on many issues. I wanted to share a summary of lessons learned and encourage each of you to review the information presented and make a conscious effort to take action that will improve your online visibility and enhance the business reputation for our Tippers family.

### What are some of the most common mistakes made by business as they move their marketing efforts online?

**Nate:** Businesses need to make sure their online presence clearly defines what they do and make sure that image is effective and reflects their skill set. Go online and review what you are saying to your potential customers. The web is a powerful way to present your business but it needs to accurately communicate your strengths.

**Stori:** Make sure online efforts are coordinated with the sites available that distribute information such as Infousa, Axium, Google Places and Yahoo Local Listings. There are a lot of opportunities to get your information out at no additional cost. You need to go online, setup an account and post information about your business. Utilize pictures, videos and all categories and sub-categories to make your business more findable. Also use Google Keyword Tool to find out how searches

are being done by the end user. It is simple to do and often overlooked.

**Victoria:** Self-made websites with hosting programs can really limit your success. First there is the challenge of making a website that looks good and reflects your business in a positive, professional light. Then, there is the problem that the web site on its own is like putting a billboard on an empty road. No one will ever see you without metatags, links and infrastructure to help find the site. Biggest problems I have found is websites that have a lot of bells and whistles that make the user want to jump ship ASAP, and initiating a website without owing the URL. That has caused a lot of heartache.

### Give an example of business that have made good use of digital marketing.

**Nate:** Alyson's dental practice has increased business and made great use of the positive customer feedback they receive. Also John Zahn, Sunset Designers & Builders is a great example of using pictures and video to clearly present their product and takes advantage of John's personality. As he has remarked, "it builds my business while I'm sleeping".

**Stori:** It is estimated that by 2013 50% of searches will be done from mobile devices. Successful businesses are moving now to take advantage of the technology and make sure your site and searches are compatible with mobile technology. I have worked with Rod Frontino from Awesome Bail Bonds and as a result of our efforts he is on the top spots on Google and has approximately 50 new calls per month from multi media advertising.

**Victoria:** Baja Sonora is a Tippers business I have worked with that has increased sales as a result of an enhanced web presence. But businesses must understand to be effective it takes effort. You need to establish links, write or at least link to blogs, update our site with new service offerings and generally change up your site so it reflects and promotes your personality and your business.

### Can you offer one tip or action item for individual business owners to be more successful online?

**Nate:** Google yourself! Find out what they are saying about you online and verify or adjust the information so it is accurate and compelling.

**Stori:** Purchase domain names that will help link your site to searches for your business. You need to understand what words might be used to find your services and own those URLs in your local market using Google Keyword Tool.

**Victoria:** Use local directories to list activities, product offerings and link your business to the local community. Get your message out. And take full advantage of Google places. Submit as much data as possible.

### As a collection of 80 businesses, how can we work together to help one another optimize web searches?

**Nate:** Peer review. Make sure you look at member sites and share information. Let your colleagues know if problems are found and post awesome content.

**Stori:** Write testimonials, monitor sites. There is reputation software available I would recommend, but mostly be aware of what is being said about you (and others) and be proactive to maintain a positive online reputation.

**Victoria:** Tippers has an untapped potential to cross pollinate. Link to the Tippers site. Link to members sites. Most importantly link relevant sites. Our roofer should be linked to our electrician and our interior designer. Think in terms of referral networks and make sure you link to relevant businesses.

**Thanks again to our great panelists for sharing your time and talent. And for the rest of us – let's implement the lessons learned and take action to improve our digital business opportunities!**

**Bianca Sovich, Social Chair**



The picnic was way too much fun! We had a tiny but mighty group of around 70 people out enjoying perfect weather, perfect food, and perfect games. Thank you to whomever helped set up, tear down, man the registration table, games. Thank you, Michelle Belmont, Mary Lockington, Tim and Marsha Lashlee, Sue Denno, Dorothy Kistler, Barbara Zunich, Melissa Wade (yay for the Ladder Toss, the funnest game), John Morrison, Peter Sovich and most of all....Jim Bockholt, without whom this event would not have happened. He's the Elk! Thanks to Hilda and Wendy for always being there to get the word out and get the check in. Next for Social is the Holiday/Christmas Party and Duffy Boats.



**Ken Brown, Mixer Chair**

In other parts of the country, the probability of rain is so great that outdoor events must be insured against it. However, thanks to Mother Nature and other assorted California deities, Tippers mixer hosts never give rain a thought, since, as The Beach Boys say, "*It Never Rains in California*". This immunity from a drenching definitely worked to our advantage as our our last two mixers took place in the great

outdoors. We lingered till the sun set on Kay & Terry Cofield's inviting back yard on July 22<sup>nd</sup>, and we played in the "*Warm California Sun*" at Tim & Marsha's pool party on August 27<sup>th</sup>. Definitely a summer double header!

Our next mixer is hosted by Cat Kerdoon, who, immediately upon learning of an orphan mixer, volunteered as the September host. Cat shows all the signs of TTS - Tremendous Tipper Spirit - with which our Club is overflowing. Just another instance of how the group that gets together stays together!



**Kay Cofield, Membership**

Have you shared the fun, friendships, and opportunities of Tippers with anyone lately? And when a prospective new member visits Tippers, do you make a special effort to engage them and make them feel welcome? Remember when we're out in the community, doing business locally, or just socializing - a lot of people we meet every day could be the next new and great Tipper!

**A Message From All The Past Presidents**

One of the most important parts of Tippers membership is participation. That's why we insist on attendance at the meetings. But it is even more important to attend the Mixers and the Socials. At the meetings you generally sit in the same place with your 8 old friends, The mixers and the socials assure that you meet the other 72 members. In the social setting you can find out exactly what the member does, how he or she does it and how they can meet your needs. It so much more comfortable to refer and do business someone who is going to have to look you in the eye next Friday.

**Go to the mixers, dammit!**

**The Tipper Calendar -September 2011**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 7:10 A.M. Meeting Speaker; Randy Maas Hilda Sanchez's Birthday	3
4	5	6	7	8 BOD 11:30	9 7:10 A.M. Meeting Speaker; Rich Stahl	10
11	12	13 David Reed's Birthday	14	15 Alyson Emery Zahn's Birthday	16 7:10 A.M. Meeting Speaker; Stori Stevenson	17
18 Roger Kröll's Birthday	19	20	21	22 John Merola's Birthday	23 7:10 A.M. Meeting Speaker; Bianca Sovich	24
25	26 Donna Bennett's Birthday	27	28	29	30 Mixer, Cat Kerdoon's	