

REDEFINING
THE BEST WAY
TO DO BUSINESS
IN THE
21ST CENTURY



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With 15 reporting, EAOC members had \$51,473,000 in total sales in 2018.



Katie Quinn, our guest speaker, this week gave a presentation on Social Media for small businesses. She explained that Instagram is great for anyone who could benefit by promoting what they do to the public. Katie explained that she gets 85% of her business through Instagram. She started with 200 followers and now has 16,000 followers.

She showed us an Instagram site with the type of business, brief description of services offered, website link, address/link to map and easy click for contacts (call, email, appointments). Even if you just create a profile on Instagram, post a handful of photos, and never go back, you at least exist on Instagram and will pop up in search results. Younger consumers are turning to Instagram to search for new vendors far more than Google.

She explained using hashtags with pictures create optimization and bring potential business to your Instagram page. Instagram allows up to 30 hashtags per photo. You can include location tags, local "hot spots", season or event related, where your demographic might also be visiting. One single Instagram post can show up in 31 search categories.

We are going to have a hands on workshop where Katie will walk us through how to create an Instagram page. Members can bring employees to attend this September 11th meeting and workshop.

TO SUCCEED IN
BUSINESS IT'S NOT
WHAT
YOU KNOW BUT
WHO
YOU KNOW THAT
COUNTS MOST!

SCHEDULE

AUGUST 7TH

July 31st No Meeting
August 7th Lisa McCune
Affinity 24
August 14th No Meeting

Al Gapik
AJ Alarms
Bill Cecil
Merrill Lynch
Lorna Scherff
Speedpro Imaging

Target Classifications

Automobile Detailing

Bakery

Florist

Chiropractor

Mechanic

Personal Lines Insurance

**Residential Real Estate
Agent**

House Cleaning

Handyman

Window Cleaning

CLASSIFICATION TALK

When was the last time you gave a Classification Talk? You need to educate your executive sales staff so they can produce leads for your firm. Ask Gayle for a date.

Thought for the Week

*Don't let yesterday take up
too much of today.*

Will Rogers



AUGUST CELEBRATIONS



HAPPY EAOB ANNIVERSARY

19 Yrs. Carlos Salazar

Salazar Associates

1 Yr. Greg Peterson

Sadler Roofing

BIRTHDAY BONANZA

8/1 Gayle Stewart

Gayle Stewart Enterprises

8/23 Mike Hughes

Simpson Chevrolet

8/24 Gary Gregg

Creating With Glass

8/30 Erik Reyna

E.R. Painting Services

WEDDING ANNIVERSARIES

8/1 Lee & Lydia Pooler

Jub Jub Interactive

8/14 Jonathan & Elizabeth Judge

**Atkinson, Andelson, Loya, Ruud
& Romo**

8/19 Pete & Joy Sloan

Emeritus Member

8/20 Terry & Debra Voll

Terry's Custom Auto Glass

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Please Note: If the 'Celebration Information' above is incorrect or missing, please email the correct information to the EAOB office immediately.