

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



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SEPTEMBER 19, 2018

With 16 reporting, EAOC members had 813,885,900 in total sales in 2017.

Doug and Nick Whitney of ABenefitStore.com gave the Classification talk this week. Doug is a Senior Financial Representative who has been in the business since 1984. Doug has broker agreements with 60 insurance firms and selling agreements with 200 more companies.

Nick gave us a 101 on social media marketing. Of the five platforms, Facebook, Twitter, Instagram, LinkedIn and Snapchat, pick 2 or 3 that fit your business plan. Complete the entire profile and make sure they are all the same. Facebook is the most affordable promotional tool starting as low as \$1 per day. Twitter is the water-cooler of social media. You need to listen and react versus pushing content (it is the counter punching platform). Instagram and Snapchat are the picture based platforms. Instagram is considered the new Facebook.

To make yourself stand out: be patient, act as a tool for people to use, stay active by posting multiple times every day, comment on other posts, join appropriate groups, learn from your competition, don't hard sell or pay attention to how many followers you have. Don't ask for subscribers. DO NOT HAVE AN OPINION.

Doug gave us an update on insurance premiums. We should be expecting increases. If you can be in a small group plan, there are more companies to select from, more networks, pre-tax premiums and more stability

TO SUCCEED IN
BUSINESS IT'S NOT

WHAT

YOU KNOW BUT

WHO

YOU KNOW THAT

COUNTS MOST!

SCHEDULE

**October 3rd Open
Board Meeting
Oct 10 Jonathan Judge
AALRR**

GREETERS OCTOBER 3

**Tyler Douthit
Divert Pest Control
Mike Banhagel
Lawyers Title
Mel Smith
Mel Smith Electric**



OCTOBER CELEBRATIONS



HAPPY EAOC ANNIVERSARY

16 Yrs. Lydia Pooler

Jub Jub Interactive

28 Yrs. Al Gapik

AJ Alarm Systems

46 Yrs. Gayle Stewart

Gayle Stewart Enterprises

46 Yrs. Jim Mahoney

Emeritus Member

BIRTHDAY BONANZA

10/4 Nick Kirkland

Wright Finnegan & Carter

10/9 Al Gapik

AJ Alarm Systems

10/23 William Cecil

Merrill Lynch

10/27 Brian Wensel

Bob's Automotive Enterprises

WEDDING ANNIVERSARIES

10/10 Sammy & Maria Montoya

La Chiquita Restaurant

10/16 Javier & Jillian Gonzalez

Confetti Events & Catering

10/28 Ricardo & Maria Barrera

Ricardo Barrera Photography

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

New Member Not in the Directory

Greg Peterson #21

Sadler Roofing, Inc. 949-675-5095

Cell: 714-502-4673

2369 N. Batavia, Orange 92865

Class: Roofing, Commercial

Philip Stout Gardner # 31

502-417-9189

2302 Franzen Ave. Ste. B

Santa Ana, 92705

Class: Gardner

Tracy Roberts, Attorney At Law # 23

562-340-6277

3020 Old Ranch Parkway

Seal Beach, 90740

Class: Estate Planning Attorney

Ronald Dymek # 26

Dymek's Freedom Plumbing

714-632-8989

291 E. Miraloma Ave. #17

Anaheim, CA 92806

Class: Plumbing & Sanitation

Sewer Contractor

Thought for the Week

"It's not what you know, it's what you use that makes a difference."

Zig Ziglar