

Please join us in March for another great speaker

Denver Entrepreneur Meetup

March 27, 2007 7:00 -8:30 PM

Perrin Room, Englewood Public Library

1000 Englewood Parkway

Englewood

Ethical Email Marketing

Newsletters are one of the most powerful ways for an entrepreneur to build customer loyalty, repeat business and referrals. And email newsletters let even the smallest businesses do that at a minimal cost. Sonia will walk you through the basics of e-newsletter creation for micro businesses, including how to pick a provider, what kind of content to provide, and what you need to know about spam laws.

About Our Speaker:

Sonia Simone has been writing professionally for nearly 20 years and marketing for about 12. She's worked with huge organizations like provincial governments and tiny organizations like two-person nonprofits. She's a social media expert who writes a popular blog, remarkable communication, which you can find at <http://remarcom.typepad.com/>. Her professional specialty is helping businesses develop stronger relationships with their customers using newsletters, blogs, email campaigns, Web sites, and other written formats.

NOTE:


Because the room has a maximum capacity of 37 people, at 7:00, people who have a reservation and haven't shown up yet may have their seat given away to someone without an RSVP. Please only RSVP "Yes" if you are absolutely sure you will be in attendance. If you RSVP "Yes" and your plans change, please be considerate and change your reservation so that someone else can attend. If you are unable to make a reservation, you may be allowed to come in at 7:00, if there are any available seats. Once we reach maximum capacity, we will not be able to allow anyone else to come in. So, the rule of thumb is, if you want to attend, RSVP "Yes" and be on time!

Directions:

The meeting is in the Perrin Room at the Englewood Public Library. Here's a map: <http://tinyurl.com/22rkc8>The Library is on the first floor of the Englewood Civic Center. To get to the Englewood Public Library, take Hampden to South Inca Street, and then turn North. You'll see the entrance to the parking structure on the West side of the road, before you get to the Civic Center. There is an entrance to the library on the lower level of the parking structure. If you'd like to get a good look at this area, click on the "Satellite" view on the Google map, and you can see the location of the parking structure and Civic Center.


The Denver Entrepreneur Meetup is a group of small business persons who meet once a month to learn and share ways to make them, and their business, more productive and profitable. For more information, and to RSVP for our next meeting, go to:

<http://entrepreneur.meetup.com/72/>



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Denver Entrepreneur Meetup
February 28, 2008
Notes from Our Speaker
What Really Stops You From
Achieving Your Goals!

On a scale of 1-10, when stripped of our roles, we are all perfect 10's. Any mother would agree that her newborn child is a 10. But we often base our own self worth on the successes and failures we experience in our roles as husbands, wives, parents and business people. When we dwell on perceived failures in our daily roles, we can suffer from a diminished sense of self-worth. We need to remember that prospects don't reject US; they can only reject the product or service we're selling.

We can overcome self-imposed barriers and limitations by examining our own Attitudes, Behaviors and Techniques.

1. Attitude: Our attitudes can either make or break us. A good attitude can be infectious. It can lead to positive behavior and winning technique. A bad attitude can be equally infectious, leading to counter-productive behavior and inferior technique.
2. Behavior: It is closely tied to attitude. Having a good attitude can drive positive behaviors. For example, a person who believes he's a 10 won't take rejection personally, so he's more likely to pick up the phone and make cold calls. It is also possible for good behavior to result in an improved attitude. (We don't have to like making cold calls; we just have to do it.) When good behaviors and hard work lead to success, it's bound to have a positive impact on attitude.
3. Technique: This is the least important of the three. Good technique will evolve from good attitude and good behavior.

At the end of his talk, John extended an invitation to anyone wishing to improve their sales skills and meet their goals for growth, to attend the next **Executive Briefing** at Achievement Dynamics (3600 S Beeler St., Denver). The topic is: SEVEN DEADLY SINS THAT SALES PEOPLE MAKE. If you'd like to attend either March 7 or 21, from 8:30 to 10:30, call John Nelson or Lindsay at 303-741-5200 to make a reservation. The \$149 fee will be waived to members of Denver Entrepreneur Meetup.