

In Person Meetings

Concorde Career College

5100 Poplar Ave., 1st Floor (Clark Tower)
Memphis, TN 38137 901-881-2694

Zoom Meeting

<https://us04web.zoom.us/j/5087794464>

Password: **talkshoppe** (all small letters, no space)

Networking Chat Box 8:45 am-Presentations 9:15-9:45 am

Download Digital Newsletter:

<https://talkshoppe.com/newsletter-downloads/>



Visit our website



<https://talkshoppe.com/>

May-June 2024

**All Meetings are on Wednesday,
9 a.m. to 10 a.m.**

MEETINGS ARE IN-PERSON AND ZOOM

Zoom only when Shelby County Schools are closed for weather
Zoom or Alternate location when Concorde Career College is closed for any reason

- May 1 Protect Your Money- How to Improve Your Credit Score & Your Insurance**
Jo Garner, Mortgage Loan Officer MLS#757308
Supreme Lending and Lynn McDonald
licensed insurance agent
Erin McDonald Insurance Agency
- May 8 Commercial Real Estate and AI**
Eric Fuhrman, Commercial Realtor
EricFuhrman@Crye-Leike.com
- May 15 Adult Day Care, a Great Care Option**
 Herbert Ann "Herbie" Krisle,
Executive Director,
Page Robbins Adult Day Center
www.pagerobbins.org
- May 22 Do You Want to Own Your Own Business? Explore These Franchise Types**
Catherine Knabb
www.knabbconsulting.com
- May 29 Fast Pitch Speed Networking (Baseball Theme)**
- Jun 5 The Blue Oval-Bringing Business to the Mid-South**
Cary Vaughn
CaryVaughn89@Gmail.com
- Jun 12 Marketing to the Latino Market**
Lupita Ledesma
901-596-3003
- Jun 19 Finding Joy in Movement**
 Julie Niekrasz & Kristen Lucas,
Dance for Parkinson's Instructors
danceforparkinsons.org
- Jun 26 Master Mind Principle**
based on the book "Think and Grow Rich"
by Napoleon Hill



Talk Shoppe's charitable fundraisers go to support the children from the Neighborhood Christian Center Lynn McDonald [901-849-7101](tel:901-849-7101)

ABOUT TALK SHOPPE

Many business owners start their business to fulfill their passion and dreams, then stagnate because they lack the knowledge and resources to grow. Talk Shoppe EQUIPS with education, ENGAGES by providing weekly networking and outside networking opportunities, EMPOWERS with marketing tools. Talk Shoppe does all of this in a supportive community.

Make Talk Shoppe a tool YOU can use to build your business and help someone else build their business.

What Level Works Best For You?

<https://talkshoppe.com/sponsor-faq/>

Community-(Cost is Free) Promote your business in a few seconds at weekly meetings. Network with people at the meeting and B.A.M.F.A.M. (Book A Meeting From A Meeting) to connect outside of the weekly meeting.

Supporter-(Cost \$110/year, some restrictions apply) Your ad included on the online "Friends in the Business Talk Shoppe Directory"

Elite-(Cost: \$115/month or \$95/month for volunteers, some restrictions apply)
Radio/Social Media Posts Monthly/Green Screen Studio & Production/Talk Shoppe "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

Premier-(Cost: \$4500/year, some restrictions apply) Larger ads than other ads appearing online, on the newsletter-flier and at weekly events and outside events. Option to host a Talk Shoppe weekly event at the Premier Sponsor's place of business, Radio "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

Premier Plus-(Cost: \$5,400/year, some restrictions apply) Larger ads than other ads appearing online, on the newsletter-flier and at weekly events and outside events. Option to host a Talk Shoppe weekly event at the Premier Sponsor's place of business. Radio/Social Media Posts Monthly/Green Screen Studio & Production/ Talk Shoppe "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

BECOME A SPONSOR

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EQUIP. ENGAGE. EMPOWER!

EQUIP. ENGAGE. EMPOWER!

By Genell Holloway

Sponsor: Eagle Hollow Enterprises, Inc.

Step One In Developing An Unstoppable Brand

How important is branding? What does branding mean? Why should I care about branding? These are all important questions that a business owner must answer to lead his organization effectively.

Let's start with Brand DNA. This is "the process by which you share who you are on your best day." You can bet that who you are will be reflected on your worst day. We need to be intentional in living out our brand.

To effectively live out our brand, we must know who we are and why we do what we do. Knowing our why keeps us on track and headed in the right direction. We are not easily swayed to change directions on a whim. We don't chase squirrels because we are laser-focused on the desired results.

Part of living out our brand means we have to know what our core values are and to share them with others. What are core values? One often thinks of integrity, honesty, kindness, approachable, caring, competent, ethical, etc. We often share our core values through stories as well as our actions.

What stories do you share that demonstrate your core values? Core values are the secret sauce to our success as a brand. They indicate what makes us different, and help to create trust.

Again, we raise the question, how important is branding? It is critical to know who we are so we can truly carry out our brand in everything we do. Branding helps us to stay on track with our decisions in everything we do. If you're not sure about your branding effectiveness, consider taking some time to evaluate where you are and how you can make it better. Regardless of how we feel on a given day, we must consistently live up to the brand that we have put in place!

The strategy of core values within a few familiar brands.

Starbucks: One Person, One Cup, and One Neighborhood at a Time: Synonymous with coffee, and they've built a brand associated with quality, convenience, and experience. Applying This Strategy to Your Brand: Consistency is key. Whether it's the quality of your products or the experience you provide, ensure that your customers can always rely on your brand to deliver.

Southwest Airlines: Low Fares. Nothing to Hide. Known to travelers as the "friendly airline," -Connecting people to what's important in their lives through friendly, reliable, and low-cost air travel. Applying This Strategy to Your Brand: Offer excellent value without sacrificing quality. Emphasize your brand's character and commitment to customer satisfaction, making your consumers feel valued and part of your brand's community.

Ben & Jerry's: Peace, Love, and Ice Cream: Built its brand around creative flavors, fun packaging, and a commitment to social and environmental justice. Applying This Strategy to Your Brand: Find a cause that aligns with your brand and incorporate it into your brand positioning. Today's consumers are more likely to support companies whose values align with their own. By taking a stance on significant issues, you can strengthen your relationship with your target audience and enhance your brand reputation.

Build your brand by expressing the confidence and knowledge present in your company.

"A good leader is dependable in both ways: as a resource for answers and guidance, but also in their demeanor. Consistency in how you show up in the world and treat people matters." Mila Grigg, *Forged by Fire, How To Develop An Unstoppable Brand*



Griffin, Clift, Everton
& Maschmeyer, PLLC

Serving Real Estate Buyers, Sellers & Investors
Throughout Tennessee

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**Building Wealth through Real Estate
Residual Income and Equity Growth**

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Nita Black

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Business Consultant/Coach

Evolve Business Coaching

Keith Potts

(901) 331-1857



Education

Concorde Career College

Wayne Gann/Mary Fry

wgann@concorde.edu/mfry@concorde.edu



Independent Planning Group

Ben Hunter

Manny Corless

901-831-0051



Graphic Design

JUUDYY Graphic Design

Judy Burda

twburda@bellsouth.net



Healing and Wellness

Church of the Harvest

Rev. Jo Rook Huggins

901-237-9981



HEALTHCARE SPEAKER SERIES

Resource4 Care Info.

901 Area Professionals

Resource4care@gmail.com



Home Modifications

Next Day Access

Kelly Inman

kellyinman@nextdayaccess



HVAC

Refrigeration Unlimited, LLC

Mark McLaurine

901-216-7782



In-Home Senior Care

MidSouth Home Helpers

Tim Flesner

901-414-9696



Insurance

Allstate

Lynn McDonald/Troy McDonald

901-849-7101



Insurance Health & Medicare

Eagle Hollow Enterprises, Inc.

Genell R. Holloway

901-653-5323



Lifestyle Travel

Seacret

Peggy Lau

901-289-0747



Mortgages

Supreme Lending

Jo Garner

Mortgage Loan Officer NMLS#757308

901-482-0354



Moving/Transitional Planner

All Things New, WTN

Leah Anne Morse

901-488-9733



Office Supplies

Cartridge World of Collierville

Taylor Morse

cw0803@cartridgeworldusa.com



Investigations

Masterchek Inc.

Vincent Demps

901-799-1003



Private Real Estate Lending

Avalon Capital

Marla Roethe

901-417-8427



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901-878-3308



Realtor

Crye-Leike Realtors

Patrecia Goldstein

901-606-2000 (O)901-754-0800



Restoration

ServiceMaster by Cornerstone

Brett Carter

901-832-6005



Roofing Contractor

Masters Roofing Memphis

Ed Hill, Senior Consultant

901-273-6594 Call/Text



Santa

Ho Ho On The Go!

Chuck Bohannon

901-619-6436



Senior Living

Hearthside Senior Living

Donna Roach

901-651-2503



Web and Story Pros

Web and Story Medic

Suzan David

901-455-4504