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/

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 Al 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 Ballet Memphis, 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



https://talkshoppe.com/ May-June 2024

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

> What Level Works Best For You? https://talkshoppe.com/sponsor-fag/

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...

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BUSINESS

Visit our website https://talkshoppe.com/

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!



Serving Real Estate Buyers, Sellers & Investors Throughout Tennessee

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The strategy of core values within a few familiar brands.

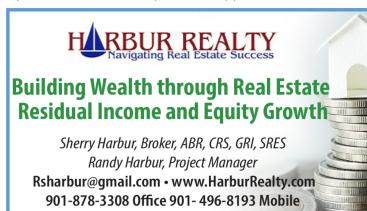
Starbucks: One Person, One Cup, and One Neighborhood at a Time: Synonymous with coffee, and they've built a brand associated with quality, convenience, and experience. Applying This Strategy to Your Brand: Consistency is key. Whether it's the quality of your products or the experience you provide, ensure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





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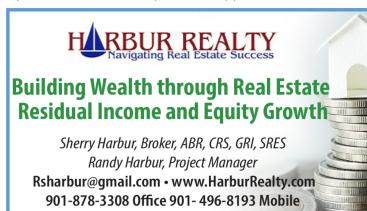
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