

## Christmas Tree Lighting “Thank You’s”

*Thanks to everyone who participated in last week’s Tree Lighting Ceremony!*

*...to Larry Jordan and his “elves” for decorating the tree*

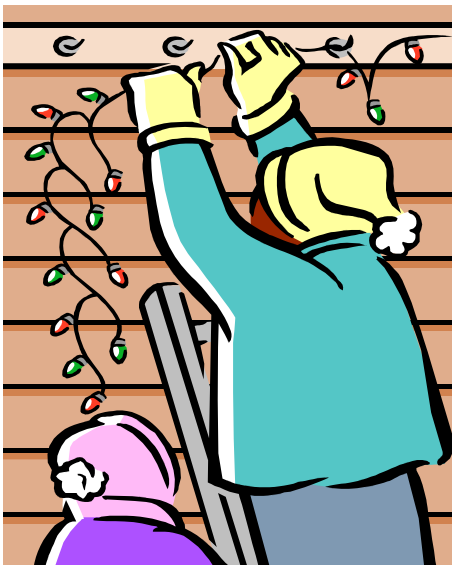
*... to the Lion’s Club for the caroling*

*... to the FDMS music program for music*

*... to Ore Cart for the hot chocolate*

*...to Steve Meriam for the photography, and the PUD for supplying power and helping us distribute the photos*

*...and of course, Thank you SANTA for stopping by our little town!*



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***Mark Your Calendar!***

**Thursday, January 5**

**Chamber Dinner**

5:30 pm, Memorial Hall

**2012**

***Business Kick-Off***

Start your new year off RIGHT by jumpstarting your business!  
Learn how the Chamber can help you have a successful year!

Bring a friend who may benefit from our presentation  
and involvement with the Chamber of Commerce.

*Bring a Friend*

**Bring a potential Chamber Member  
(individual or business)  
and your next Chamber dinner is free!**

# *Simple, Effective, Low Cost* **Marketing Tips** *for 2012*

Far too many small business owners spend most of their working IN their business instead of ON their business, like they should. One of the reasons you should be working ON your business is so that you can work on marketing your business effectively and without breaking the bank. Try these four ideas:

1. **Tap into the Power of Testimonials:** Satisfied customers can be one of your best marketing tools. A testimonial is an independent third-party validation that your business is really as great as you say it is. Ask some of your best customers to write you some letters of recommendation, then take these letters and
  - \* put them in your shop window
  - \* add them to your website
  - \* add them as an email tagline
  - \* use them on your blog or e-newsletter
  - \* use them in sales presentations
  - \* add a video testimonial to your website
2. **Boost Your Word of Mouth Advertising:** We all know that word of mouth is the best advertising out there, but don't just wait and hope that your customers will pass you name along. Here are some things you can actively do:
  - \* create a referral program that gives customers a discount when they refer your business
  - \* encourage comments on your Facebook page, blog, or website
  - \* ASK your best customers to recommend you, by giving them three business cards and offering a reward if those business cards come into your business in someone else's hands.

3. **Stay in Touch:** One of the best ways to build customer loyalty is to stay in touch with them consistently (but not excessively). Try these tips:
  - \* Social media is all the rage for a good reason: it works! Whether you just post about your business periodically on your personal page, or create a page for your business and have people “Like” it, it’s easy to stay in their radar. Be sure to post good content, so your customers will be interested in reading it.
  - \* Have an email newsletter that your customers can sign up to receive.
  
4. **Get Some Help:** There’s a lot to know and do when you run a business and none of us can do it alone. Take advantage of these resources:
  - \* Small Business Development Centers (Sierra Economic Development Corporation is our local group) at [www.sedcorp.org](http://www.sedcorp.org)
  - \* SCORE, the source of this article’s information, at [www.score.org](http://www.score.org)
  - \* Foresthill Chamber of Commerce - We can help you plan an effective marketing strategy, utilizing our local events and advertising opportunities.

*Bottom Line:  
Spending a little  
more time working  
ON your business  
will allow you to  
work IN it longer.*



## INFORMATION FOR YOU!

### OTHER MEMBER SERVICES AVAILABLE FOR 2011:

(PLEASE NOTE THAT SOME OF THESE SERVICES ARE INCLUDED IN THE NEW "PARTNER" MEMBER DUES)

- **CHAMBER MEMBER MAILING LIST AND/OR LABELS**
  - MEMBER .....\$15.00
  - NON-MEMBER .....\$25.00
- **CHAMBER MEMBER SALES FLYER OR SPECIAL ANNOUNCEMENT**  
(INCLUDED IN WEEKLY NEWSLETTER).....\$10.00 PER ISSUE
- **CHAMBER MEMBER "BUSINESS PROFILE" SENT OUT AS A SEPARATE**  
**EBLAST TO ALL MEMBERS.....\$25.00 PER EBLAST**
- **BUSINESS CARD SIZE AD IN WEEKLY NEWSLETTER THAT IS EBLASTED**  
**OUT TO ALL MEMBERS (APPROX. 13 ISSUES).....\$100 / QTR.**
- **2010/2011 DIRECTORY ADS**
  - BUSINESS CARD .....\$ 50.00
  - ½ PAGE .....\$ 175.00
  - FULL PAGE .....\$ 300.00
- **PEDDLER'S FAIR PARTICIPATION .....\$ 10.00 / WEEK**
- **CHAMBER FULL PAGE ENTRY IN MESSENGER**  
(BLACK & WHITE, TO RUN QUARTERLY):
  - BUSINESS CARD SIZE AD .....\$ 50.00
  - BUSINESS PROFILE FEATURED (CALL FOR SIZE LIMIT) ..... \$75.00
- **RESERVED DINNER "NO SHOW" .....\$ 12.00**

### Ideas Always Welcome

Articles: We would love to get articles for our monthly newsletter. Have an idea? .....  
submit to [foresthilchamber@ftcnet.net](mailto:foresthilchamber@ftcnet.net). We must have your name and email or phone number in order to publish the article. Your email and phone number will not be published, just your name.

### Get involved with your Chamber of Commerce

#### "Keep Business Alive on the Divide"

It not just about being a Member, it's about getting involved and having a presence in front of clients and prospective clients or customers. Staying in front of other members, clients and prospects, thru the dinners and other Chamber activities, lets people know you plan to be there in the future.

**Foresthil Divide Chamber of Commerce Contact Information 530-367-2474**

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