

Upcoming ways to Connect & Market your business



Tuesday Morning Meet & Greet

Oct. 15 * 8:00-9:00am

Bank Vista - Chaska

Grab a coffee and connect with other business leaders. Introduce yourself and learn more about the host business.

No need to pre-register and No charge

Tuesday Morning Meet & Greet

Oct. 22 * 8:00-9:00am

Venue Apartments -
Chanhassen

Grab a coffee and connect with other business leaders. Introduce yourself and learn more about the host business.

No need to pre-register and No charge

Business Roundtable

Friday, Nov. 1 * 7:30-8:30am
Chamber Office

Each month we have new business topic for discussion. It's a great opportunity to connect with other business leaders, learn from others and share your experiences.

No cost, but please register.

Chamber Celebration Gala Friday, November 8 Hazeltine National Golf Club

You are invited to Celebrate with us in our last signature event of 2019. We

CHAMBER BUSINESS BLOG

3 Reasons Minnesota Nice is a Terrible Marketing Strategy

John Gamades

Partner -Orangeball Creative

We are Minnesota Nice. Stereotypical or not, as Minnesotans we've embraced it. We hate to make a fuss, dodge the center of attention, and view understatement as something to be elevated. Yes, we are nice. Possibly the nicest people in America, depending on who you ask. It's a badge of honor.

That's all fine and good, but here are three reasons that Minnesota Nice makes for a terrible marketing strategy...

"I hate to bother you..."

This is an easy place to start. As a business or organization, if you believe in the value of the product or service you're selling, you're not bothering anyone! You're helping them! Quit approaching your marketing as something that's bothering your customers, and stop being apologetic about the fact that you have a solution that can make their world better. Own the outcomes you can deliver and all the ways you can improve their lives. Be bold with your marketing and let your clients and prospects know what kind of **positive** impact you can create for them.

"I don't mean to brag..."

Mom taught us all not to brag, and so in Minnesota, we downplay and minimize our accomplishments as not to offend. Here's the problem with that. Your **competitors** (and we all have them) are spending their time and energy convincing the world why they're unique and the right choice. If you're afraid to talk about what differentiates you and makes you the better option, customers will choose

have a fun agenda that includes a great dinner, silent auction, business awards and live music. Our Celebration Gala is a great way to connect with other Chamber members. You can also market your business by donating auction prizes.

**EARLY BIRD REGISTRATION
DEADLINE IS OCTOBER 15**
Register today!

Annual Mayors Luncheon

Wednesday, Nov. 20

11:30am - 1:00pm

Chaska Event Center

Join us to hear from the Mayors of Carver, Chaska, Chanhassen and Victoria. It's a nice snapshot of the past year and looking ahead to 2020 with our four great cities.

This is one of our more popular luncheons attended by 100+ people.

**Now Accepting
2020 Requests for
Chamber Meet & Greet
Hosts and Chamber
Monday Blogs**

Contact any of the Chamber staff with questions or to look at dates.
952-474-3233 or
jeff@swmetrochamber.com

them. Be confident with your marketing, brag a little, and let your clients and prospects know all the reasons they should consider you as their best option.

"I hate to ask again..."

The Minnesota Nice approach to marketing says that you should ask once, and then wait for a response. Never pester. The reality is that your customer or prospect might need to hear from you multiple times before they decide to dive in and explore how you can help them. Maybe they were busy putting out fires when your first email hit their inbox, or perhaps they weren't in the market for what you were offering in that moment. Asking again, and working to stay top-of-mind, is the only way to make sure they'll think of you when they're ready to engage. Ask, and then ask again, just don't harass. There's a difference.

Call-to-Action

Minnesota Nice is, well, nice. But, when it comes to your marketing, it's time to dig deep into how you're communicating, differentiating your business or organization, and connecting with your audience. Stay humble, but remember that marketing is your opportunity to brag a little as well.

CONNECT WITH THE BLOG AUTHOR

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It's not too late to book your holiday gathering!

DINNER THEATRES
Chanhassen
entertaining *You*

952.934.1524

We offer an all-inclusive package with great savings.
Book by November 30 and receive a free appetizer for your gathering.
Be sure to mention SW Metro Chamber when booking to receive the offer.

Last Week in Pictures

Our 2nd annual **Manufacturing event** brought out over 100+ people from businesses, elected officials, city staff and job seekers. [For more event photos click here:](#)

Our **Tuesday Meet & Greet** was at Office Max Office Depot. Highlighted was their renovations and new Workonomy Hub.

A big crowd turned out for **Brews and Bones** at Schram Haus. 15 dog friendly businesses, fun contests and more made for a fun day. [For all the event pictures click here.](#)





Welcome New Chamber Members!
B100 Info Tech
Lyman Companies

Southwest Metro Chamber of Commerce
www.swmetrochamber.com

