

September 2020



*Monthly E-Newsletter*

*Inside the Issue*



## MEMBER HIGHLIGHTS

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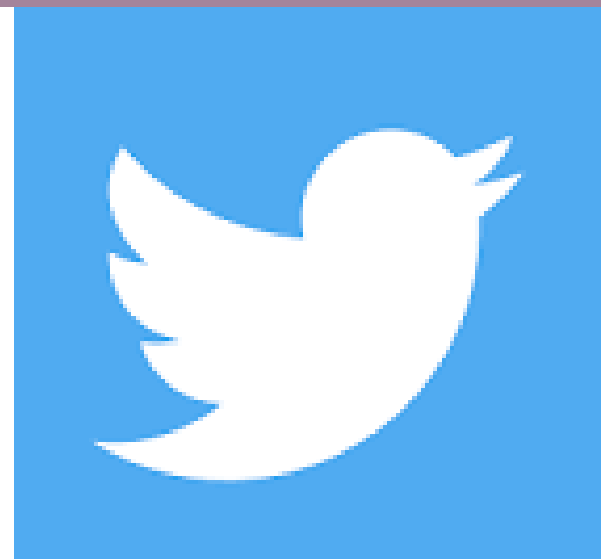
## SEPTEMBER AT A GLANCE

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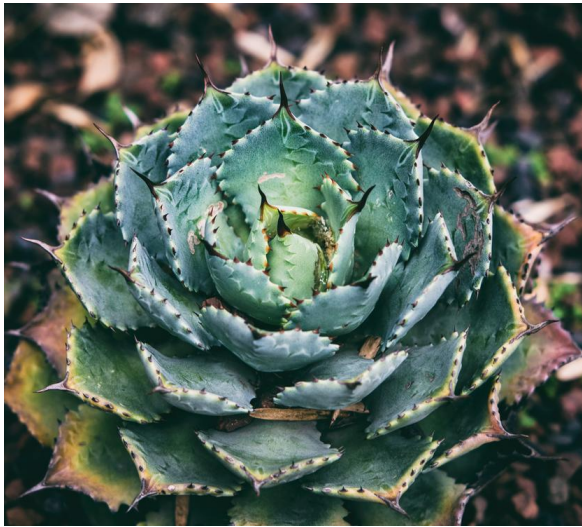
## 3 THINGS TO AVOID IN YOUR BUSINESS TWITTER BIO

*by Christina R. Green*

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# MEMBER HIGHLIGHTS



## RENEWING MEMBERS

### **66 Years**

Xcel Energy

### **31 Years**

Crystal Electric

### **20 Years**

Barnes Electrical

### **11 Years**

Napa Auto Parts Louisville

### **9 Years**

Bolder Insurance

### **7 Years**

Front Range Brewing

### **3 Years**

Floyd's 99 Barbershop

Bluebird Windows and Doors

Commuting Solutions

## NEW MEMBERS



Richard  
Rogers  
Graphic  
Design

Richard Rogers Graphic Design is committed to providing aesthetic arrangements of type and image used to inform, educate, persuade or sell

(Click for more info)

### **2 Years**

Michael Keilly Fiduciary

### **1 Year**

Boulder Valley CPA

# September at a Glance



Sept. 15, 7:30-9:00

## Multi-Chamber Business @ Breakfast



Click for more info

Sept. 19 10am-2pm

## Mini Peach Festival Pies, Cobbler and Peaches!

Click for more info



Sept. 24, 6-9pm

## 1st Annual Par-Tee @ Top Golf Must Register by Sept. 17



Click for more info





# 3 Things to Avoid in Your Business' Twitter Bio



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If you have a Twitter account for your business, or are thinking of starting one, you will need to summarize exactly what you do in 140 characters. Think of it as the shortest elevator speech ever. It takes some finesse to find the right words. Here are a couple of accounts you can learn from:

## Avoid (only) Hashtags

It's tempting to take your businesses keywords and add a hashtag in front of them, mash them together, and call it a Twitter bio. But this does nothing to inspire people to follow you nor does it say anything about your business other than "I am a spambot."

If you feel the need to use an inordinate amount of hashtags do it with some personality like this:

#Blogger for Hire! #Counseling and  
#OrganizationDevelopment Expert.  
David: Lead #Engagement Synergist &  
Armchair #Gamification Jedi

## Ditch the Unbelievable Claims

Social media and marketing businesses sometimes fall into this trap. They desperately want to prove their abilities and in doing so, make outrageous claims. These claims, whether true or not, make people feel like they're about to be roped into a pyramid scheme if they follow you.

Educated [redacted] girl who enjoys  
exchanging ideas over [redacted]  
[redacted] Find out how I got over 500  
Facebook Fans in 2 Days!! .. ...

This Twitter bio was engaging, until the last sentence. Now I'm not sure if she's human or just another add-followers-quick scheme. (Continued)

# Don't be Dull

A Twitter bio, even one for business, should give people some insight into who you are. Don't make it all about what you sell. Give someone a reason to do business with you.

With the Internet, most people have unlimited choices on products or services. Geography no longer limits our selections. For that reason, your competition has increased exponentially. Differentiating your product or service is becoming more and more difficult. But the difference doesn't lie in what you sell, the difference is you. Consumers are now choosing to do business with someone they "like."

If you're marketing is done well people can like you without ever having met you. Here's an example of a marketing celebrity who began his life as a small business owner of a family liquor store. He produced helpful content and now he's a nationally-known speaker and author. Notice how he lets his personality shine through.

**Gary Vaynerchuk** ✓

@garyvee

Family 1st! but after that, Businessman.  
CEO of @vaynermedia. Host of  
#AskGaryVee show and a dude who  
Loves the Hustle, @Winelibrary & the  
@NYJets

Don't be bashful. Give them something to identify with

Sharing your personality is essential, not only because it's a way for people to "like" you, but it also facilitates conversation. If you see something on a profile that you have in common, it's easy to start up a conversation. The same is true of people who are looking at your business profile.

Plus, people have a tendency to shy away from following smaller companies as they're afraid they'll immediately get a sales message in their inbox. (Your first communication to a new follower should NEVER be a sales message. That's like proposing marriage when someone asks for your phone number.) If you use your personality in your business' Twitter bio, you'll look more like the real person you are.

Take a look at your bio. Does it tell who you are, what you do, and why you're special? If not, it's time for a rewrite.

**Christina R. Green** teaches small businesses, chambers and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenny.com and Memberclicks. She's just a bookish writer on a quest to bring great storytelling to organizations everywhere.



# Member Inserts



**DOC Personal Injury  
Medical Professionals**

380 Empire Road  
Suites 200 & 220  
Lafayette, CO 80026  
PH: 720-639-5660

## Your TBI/Concussion Experts

Michael Tracy, DO ♦ Mary Finck, DMT ♦ Camma Love, OTR/L, CBIS

DOC Personal Injury is here to help you recover from your auto accident injuries. Our concussion team has the experience and qualifications to deliver the best possible care. Our goal is to improve your physical, cognitive, behavioral, and emotional functioning to optimize your performance in home, work, and community activities.

**Dr. Michael Tracy** is a board-certified Physiatrist who leads our concussion team. He oversees the entire rehabilitation process and provides medical management, pain management, and pharmacological management.

**Dr. Mary Finck** received her Doctor of Physical Therapy degree in 2009. She specializes in vestibular (inner ear) therapy to help alleviate dizziness, gaze instability, blurry vision, and balance issues resulting from head trauma.

**Camma Love** is a Certified Brain Injury Specialist with extensive experience in cognitive therapy and occupational therapy. Camma works with patients on visual and perceptual skills, concentration/memory/coordination deficits, motor skills, ergonomics, and psychosocial skills.



### Our Specialized Services Include

- ✓ Physical Medicine
- ✓ Interventional Pain Procedures/Onsite Fluoroscopy Suite
- ✓ Electrodiagnostic Testing
- ✓ MedTrak Diagnostics Concussion/TBI Testing
- ✓ Concussion Therapy
- ✓ Physical Therapy
- ✓ Occupational Therapy
- ✓ Chiropractic Medicine
- ✓ Massage Therapy
- ✓ Craniosacral Therapy

For more information, please visit [www.DOCinjury.com](http://www.DOCinjury.com)



# ARE YOU FRUSTRATED BY CUSTOMERS WHO DON'T PAY THEIR BILLS? TAKE ACTION TODAY, WITH TSI.

Did you know there's an alternative to percentage collection agencies that can be less expensive - and gets better results? Profit Recovery by TSI is simply the smartest way to recover delinquent accounts. Increase cash flow with our proven system while realizing some of the highest recovery rates in the industry.



#### **Pay Less:**

Low, fixed-fee pricing regardless of past due account balance



#### **Net More Money:**

No percentages taken; 100% of recovered money is sent to you



#### **Rapid Results:**

3rd party intervention motivates increased payments



#### **Retain Control:**

24/7 online access to manage all your accounts

Last year, TSI recovered in excess of \$775 million dollars for nearly 30,000 clients.  
**What are you waiting for?**

#### **Our clients include:**

- Doctors
- Dentists
- Banks and Credit Unions
- Professional Services
- Manufacturers
- Landscapers
- HVAC Contractors
- Waste Disposal
- Veterinarians
- Engineers
- Electricians
- Municipalities
- Non-Profits
- Staffing Companies
- Schools
- Nursing Homes
- Utilities
- Pool Services
- Cleaning Services

*And so many more... we help virtually any business that has past due accounts receivable!*

**Recover your money and maintain your valuable customer relationships.**

**Get started today! Contact us for a free A/R analysis:**

**Nancy Peters- Senior Sales Agent**

303-452-2707

[nancy.peters@transworldsystems.com](mailto:nancy.peters@transworldsystems.com)

<https://gotsi.com/nancypeters>



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offer not applicable with any other promotions or discounts.





# SUPERVISED ONLINE LEARNING!



Focused work time  
for you. **Supervised**  
learning for your child.

## HOW IT WORKS:

- Bring your kid(s) for supervised learning in the lower workspace.
- Head upstairs to the adult-only office oasis.
- Enjoy 3 solid hours of work or study time!

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