

November 2020



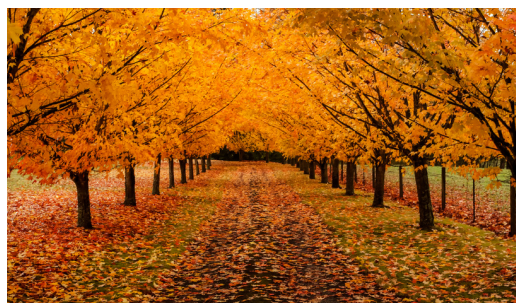
Monthly E-Newsletter

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by Christina R. Green

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MEMBER HIGHLIGHTS



RENEWING MEMBERS

64 Years

Anspach's Jewelry

34 Years

Dawson School

30 Years

Lafayette Eye Associates

22 Years

Balfour Senior Living

19-20 Years

RealSupport Inc.

Guaranteed Rate, Inc.

13 Years

Mark The Spot Massage Therapy

9-10 Years

Off Campus Cafe

Colorado Party Rental

Lafayette Pediatrics and Internal
Medicine

8 Years

Brock Media

Rocky Mountain Legal Center

Creation Landscaping

3-4 Years

arielMIS, Inc.

BV Builders

Bellco Credit Union

Richard Welty

The Good Move, LLC

Tangerine

N2 Publishing

1-2 Years

DOC Personal Injury Medical Prof.

Maverick Fiber Arts

Les Schwab Tire Center

RJ Capitol Investments

Cobalt Realty, LTD

The Ten Spot

The Simple Greek

Deluxe Liquors

(click member for more details)



NEW MEMBERS

-
Liv Sotheby's International Realty
Christina Davies
(303) 443-6161

Payroll Vault
Pam Sunderland
(303) 842-5689

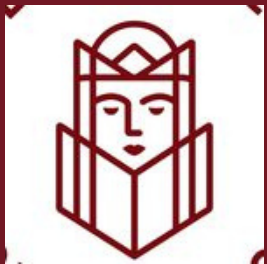
Cultivate
Sharon Greene
(303) 443-1933

Zen Business
Ross Buhrdorf
(512) 814-6420

(click member for more details)

Oh My! A Ribbon Cutting Or Two!

Austin Functional Wellness



The Read Queen Bookstore & Cafe



The Lafayette Chamber is working for Y♥U!

We've created a ♥**Local** campaign
and November is ♥**Local** month.

If your business wants to participate click the link to register for one week or more!



November 1st-7th -Chamber Buck/Gift Card Week -
Click to register!



November 8th-14th -Specialty Services Week -
Click to register!_



November 15th-21st -Dine In/Take Out Week -
Click to register!_



November 22nd-30th -Gifts Galore Week -
Click to register!



November 28th -Small Business Saturday
Are you participating? We will have a special list!
Click to register!

Remember to sign up with the City as well, instructions on pg.9

4 Tips to Make Your Business More Likeable



© GraphicStock

People buy from people they *know*, *like*, and *trust*. While you might be in the right place at the right time when someone is up against it, and they may buy from you once without *knowing*, *liking*, or *trusting* you, for them to return, you'll need more than luck.

Know and **trust** generally come along when you establish yourself as a likeable business with a human behind it. It's difficult for people to like you if they don't trust you, unless you're a villain and then being untrustworthy is your business. For most of us, that is not the case. You can't like someone you don't remember, so let's get to work on establishing the like part of the sales equation.

Share Your Reason

Think of how filmmakers or storytellers get us to like the main character. One of the ways is that they place him on a quest, or up against a challenge, that we want him to succeed in. Often it's one we identify with. Share your reason for doing what you do. There's probably someone in your audience or potential audience who can identify with your convictions and story. Passion is contagious.

Find Commonalities

In order to find commonalities, you need to share things about yourself outside of your business and how it came to be. Share your likes, be positive. Share what you love about your community or your love for bacon. Be genuine and people who see your social media posts or read your content, will begin to identify with what you're sharing. They'll jump in and say "me too" and you're one step closer to getting them to like you.

Ask Questions

If they're in your store or business ask them their opinion on something and really listen to their answer. On social media ask what they think or what their preferences are. Involve them in your rebranding by crowdsourcing some of your marketing decisions. People like being involved and if you really listen to, and then act on, their advice, they'll remember it and like you more because they see you as someone who values what they think. That's all a lot of us are looking for.

Anticipate Your Customers' Needs

As a business you are in a position to help, whether it's helping someone look better, feel better, be entertained, or whatever it is you do for your customers. But you are also in a position to solve problems or answer questions. Use your content and social media to help customers with problems they face in their lives. If you run a boutique, you can

create posts about *unique gifts for the women in your life*. If you are a CPA create helpful checklists of *things people should track throughout the year for effortless taxes*. Be helpful. Anticipate what your customers need and then give it to them. If they know they can count on you, they will return again and again.

In today's competitive market place it's hard for your product alone to set you apart. Often it's the things behind your product that will help you make a name for yourself. It's the service, personality, and assistance you provide. These are the things that make people like you and they are also what keeps people coming back.

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 the Event Manager's Blog.

She's a bookish writer on a quest to bring great storytelling to organizations everywhere.





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TRADITIONAL TURKEY DAY

\$17.50/person (4 person min)

Citrus Herb Roast Turkey

*QuornTM Vegetarian Roast Available

Honeycrisp Apple Stuffing

Sautéed Green Beans & Wild Mushrooms

Skin On Red Mashed Potatoes w/Turkey Gravy

Cranberry, Apricot & Golden Raisin Relish

House-made Parker House Rolls w/Herb Butter

HOMESTYLE HOLIDAY

\$18.95/person (4 person min)

Cherrywood Smoked Turkey w/Turkey Gravy

*QuornTM Vegetarian Roast Available

Southern Cornbread Stuffing

Lemon Pepper Green Beans

Parmesan Scalloped Potatoes

Cranberry-Orange Relish

House-made Parker House Rolls w/Honey Butter

A 'LIL MORE

Honey Baked Spiral Cut Ham (per 1/2 LB) \$8.75

Baked Cinnamon-Sugar Sweet Potatoes (per LB) \$6.95

DESSERTS

Pumpkin Pie (9") \$24.95

Pecan Pie Bars (16 mini bars) \$13.95

Apple Crisp (6"x 4") \$11.95

Pumpkin Cheesecake Roll (6") \$17.95

Flourless Chocolate Torte (8") \$31.95

Order by Nov. 22nd | 303.449.1981

Pick up Day Before or Morning of Thanksgiving

Gluten Free? Vegetarian? We've got you covered!



NOW LEASING

Basecamp is centrally located in The District in Lafayette, close to Boulder and Denver. Your business can enjoy a professional image in a more spacious setting with our co-working model. Basecamp features access to large and small conference rooms, coffee bar, and kitchen with FREE beverages. Enjoy privacy in a soundproof phone booth, or relax on the outdoor patio or lounge space. Many restaurants and plenty of FREE parking nearby!



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Member Inserts



Invest in Lafayette



JOIN US FOR

SMALL BUSINESS

SATURDAY

NOV 28, 2020



* **FREE** BIZ PROMOTION *

Sign up by **NOVEMBER 8, 2020**
@ www.cityoflafayette.com/ShopSmall

Simply fill out the online form and tell us what your Lafayette business will be doing on November 28 - a sale, a special offer, refreshments, a new product promo...

We will list your business info/links on the City website, promote you on the Invest in Lafayette and Chamber's social media platforms, and MORE!

Questions? communications@lafayetteco.gov

Download a list of all participating businesses

BUSINESSES - Sign up to participate

Check back often - new participating businesses added frequently!!

Invest in Lafayette

Hwy 287 & Baseline Rd shopping district

| PARTICIPATING BUSINESS NAME | VISIT ON | BUSINESS ADDRESS | BUSINESS WEBSITE | "SWEET" TREATS |
|-----------------------------|----------|------------------|--|------------------------|
| Grooming by Laura | Oct 4 | 776b W. Baseline | www.lafayettegrooming.com | human & dog treats! |
| JAX Outdoor Gear | Oct 4 | 900 S. Hwy 287 | www.jaxgoods.com | JAX chocolate bar sale |
| TCF Bank | Oct 4 | 320 N. Hwy 287 | www.tcfbank.com | stop in & see! |
| Salon Picasso | Oct 4 | 489 N. Hwy 287 | www.salonpicasso.com | it's a surprise! |
| Sister Carmen Cntr | Oct 4 | 701 W. Baseline | www.sistercarmen.com | chocolate cookies |
| Liquid Mechanics | Oct 4 | 297 N. Hwy 287 | www.liquidmechanics.com | Justin's Chocolate |

South Boulder Road shopping district

| PARTICIPATING BUSINESS NAME | VISIT ON | BUSINESS ADDRESS | BUSINESS WEBSITE | "SWEET" TREATS |
|-----------------------------|----------|-------------------------|--|------------------|
| Gourmet Cheese Par | Oct 11 | So Boulder Rd | www.lafayetteentrystashoppe.com | cookies |
| Complete Care O | Oct 11 | Centaur Village Dr | www.26cartsbrae.com | cookies & choc |
| Kin Learning | Oct 11 | Centaur Village Dr | www.kindercare.com | Nothing Bundt |
| All-Weather Trophies | Oct 11 | Centaur Court North | www.allvestertrophies.com | it's a surprise! |
| Chequers Hair Studio | Oct 11 | 1280 Centaur Village Dr | www.chequershair.com | cupcakes |
| The Happy Beast | Oct 11 | 545 W. So Boulder Rd | www.thehappybeast.com | human & dog |

95th & Arapahoe shopping district

| PARTICIPATING BUSINESS NAME | VISIT ON | BUSINESS ADDRESS | BUSINESS WEBSITE | "SWEET" TREATS |
|-----------------------------|----------|----------------------|--|----------------------|
| Treasures Consign | Oct 18 | 2850 Arapahoe Rd | www.treasuresconsign.com | cupcakes/cookies |
| Country in the Village | Oct 18 | 2850 Arapahoe Rd | www.countryinthevillage.com | pizelle cookies, Ch |
| Coal Creek Brokers | Oct 18 | 2770 Dagny Way | www.coalcreekbrokers.com | dark chocolate |
| Brewing Market | Oct 18 | 2770 Dagny Way | www.brewingmarketcoffee.com | free flavor shot for |
| Indulge Bakery | Oct 18 | 1377 Forest Park Cir | www.indulgebakery.com | free regular cookie |
| Struttin' Pup | Oct 18 | 2850 Arapahoe Rd | www.struttinpup.com | a sweet human & |
| Timbalier Gifts | Oct 18 | 2770 Arapahoe Rd | www.timbalier.net | chocolate drizzled |

Old Town shopping district



@InvestinLafayette