

November 2020



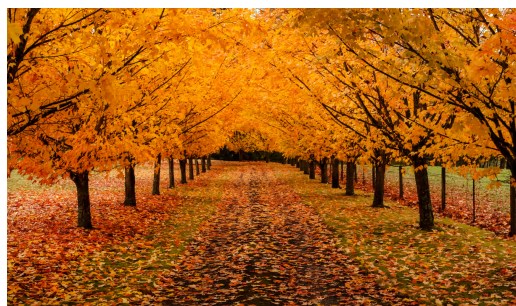
*Monthly E-Newsletter*

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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)



# The Lafayette Chamber is working for Y♥U!

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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.

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**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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# 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](http://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](mailto: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

Shop Local

**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	<a href="http://www.lafayettegrooming.com">www.lafayettegrooming.com</a>	human & dog treats!
JAX Outdoor Gear	Oct 4	900 S. Hwy 287	<a href="http://www.jaxgoods.com">www.jaxgoods.com</a>	JAX chocolate bar sale
TCF Bank	Oct 4	320 N. Hwy 287	<a href="http://www.tcfbank.com">www.tcfbank.com</a>	stop in & see!
Salon Picasso	Oct 4	489 N. Hwy 287	<a href="http://www.sistercarmen.com">www.sistercarmen.com</a>	it's a surprise!
Sister Carmen Cntr	Oct 4	701 W. Baseline	<a href="http://www.sistercarmen.com">www.sistercarmen.com</a>	chocolate cookies
Liquid Mechanics	Oct 4	297 N. Hwy 287	<a href="http://www.liquidmechanics.com">www.liquidmechanics.com</a>	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	<a href="http://www.lafayettepantryshoppe.com">www.lafayettepantryshoppe.com</a>	cookies
Complete Care O	Oct 11	300 Centaur Village Dr	<a href="http://www.26veterbrae.com">www.26veterbrae.com</a>	cookies & choc
Kinder Learning	Oct 11	1300 Centaur Village Dr	<a href="http://www.kinderbrae.com">www.kinderbrae.com</a>	Nothing Bund
All-Weather Trophies	Oct 11	1200 Centaur Village Dr	<a href="http://www.allweathertrophies.com">www.allweathertrophies.com</a>	it's a surprise!
Chequers Hair Studio	Oct 11	1200 Centaur Village Dr	<a href="http://www.chequershair.com">www.chequershair.com</a>	cupcakes
The Happy Beast	Oct 11	545 W. So Boulder Rd	<a href="http://www.thehappybeast.com">www.thehappybeast.com</a>	human & dog

**95th & Arapahoe shopping district**

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

**Old Town shopping district**



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