

**BE BETTER.
GROW FASTER!**



JOIN THE SBRA

The Ultimate Small Business Community

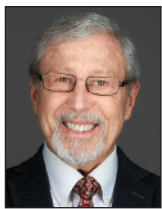
**JOIN
TODAY!**



**Small Business
Resource Association**

THE SBRA COMMUNITY

Helping Small Businesses Be Better and Grow Faster



By **Gary Seibert, CEO, Small Business Resource Association**

I have started and built businesses for over 50 years. Early on in my journey, a mentor of mine told me “If you want to move up the ladder of success, surround yourself with people that are equal to or better than yourself. Doing it by yourself is not only lonely, it’s one dimensional and, to be successful, you must seek different perspectives”. In other words, Big businesses have many advisors to help them navigate through their daily challenges. Small businesses are not exempt from this essential business practice and therefore they need a Community of other successful business owners to surround, coach, consult with, and mentor them on their journey.

Thus, the birth of the Small Business Resource Association (SBRA), a B2B community founded by entrepreneurs and made up of business owners just like yourself, each specializing in different aspects of business.

The SBRA recognized three specific needs that every business has in common:

1. Business Improvement
2. Employee Development
3. Family Enrichment

The first two are obvious and most other business help organizations do a pretty good job supplying products and services to address those needs. However, very few organizations provide little, if any, services for the family members of the employees.

Our research has told us that an employee that has a Happy and United family is more productive, dependable and loyal resulting in fewer missed days and a company with less turnover. Therefore, the SBRA not only provides a wide range of resources to help the business and the employees but we also provide a vari-

ety of services and discounts that are offered through the employer to their employees and their families.

Every business needs all types of insurances, as does the employees. The SBRA has developed a relationship with a National organization that brokers over 100 insurance carriers to help find our members and their employee’s families the best rates for Health, Life, Property & Casualty, Auto, Home and numerous other insurance needs. They have made the process effortless by providing a licensed agent to work with you personally.

The SBRA also provides a resource for Risk Management which can help reduce the costs of insurance.

To help you build your Brand and secure more leads the SBRA is proud of all the opportunities made available to our members:

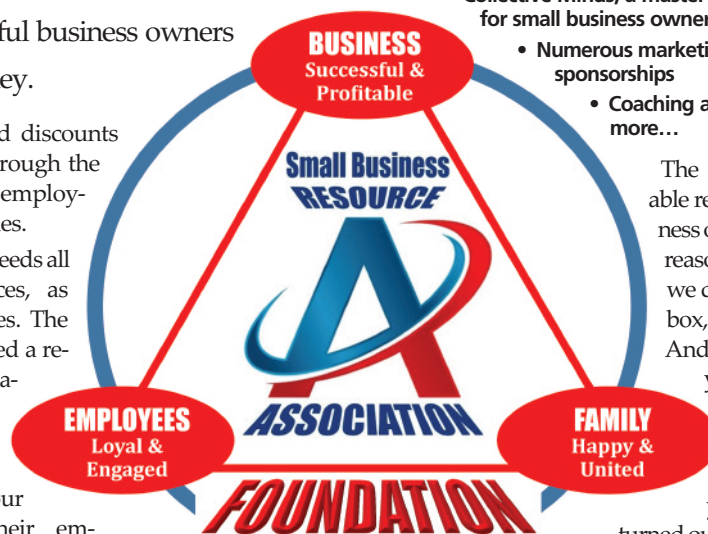
- **Networking events**
- **Workshops and seminars provided by our members**
- **The Small Business Resource Show podcast on iTunes**
- **Bi-weekly business Tune-Up meetings**
- **Business Assessments**
- **“The Huddle”, a consultation to help guide you through the problems you may be facing in your business**
 - **Collective Minds, a master mind group program for small business owners**
 - **Numerous marketing opportunities and sponsorships**
 - **Coaching and mentoring and more...**

The SBRA provides valuable resources for small business owners, and, if for some reason you need something we do not have in our toolbox, we will find it for you. And, here is the best part, you get all the above for less than \$1/day.

2020 started out to be a gang-buster year. For many it has turned out to be just a BUST. The SBRA is here to help every small

business get back on their feet, keep their doors open and rebuild. We are here to help you, give advice, encouragement or just to talk to. We are YOUR Association.

Visit our website sbrassociation.com to see all we have to offer and then click register to become a member. We’re confident you’ll be glad you did.



Collective minds

Collaborative Group Wisdom

PERSONAL AND PROFESSIONAL GROWTH FOR BUSINESS OWNERS



By Terri Hill,
Two Hills Consulting

How would you like a shortcut to success? Would you like easy access to information from others who have

traveled the same path and know what to avoid and where to go?

A master mind group could be exactly what you're looking for. Master mind groups have been around for more than 100 years and were identified by Napoleon Hill in *Think and Grow Rich* as one of the factors in achieving success in life. Henry Ford, Thomas Edison and Andrew Carnegie credit these relationships with advancing their businesses. Current thought leaders like Jack Canfield used a recommendation from a master mind group to successfully bring the *Chicken Soup for the Soul* series to publication.

The Small Business Resource Association (SBRA) wanted to provide this support to their members and introduced a concept called Collective Minds. Collective Minds leverages the experience and skills of the group's members to help each other multiply their output and create exponential gains.

The first Collective Minds group is wrapping up their first year together and members have been thrilled with the results. Adam Wentling, owner of Precision Hearing Aid Center, said.

Joining the Collective Minds mastermind program through the SBRA has been one of the best business decisions I've made to date. I had been hearing and reading so much about masterminds, of which many can cost upwards of \$1000 per month. That's where the SBRA comes in and does what they do best: they pool resources to get equal, if not better, value of the \$1000 month groups, at a fraction of the cost. My motivation in joining was focused solely on growing my business, but this group has helped me grow in all aspects of life. How can your business or career thrive if your personal relationships are not in order? Too much to talk about here, reach out if you want to know more.

In this current economic climate there's never been a better time for businesses to refocus and learn how to create opportunities in this new economy. If you're interested in learning more about the program, you can visit the SBRA website at sbrassociation.com for more information. The next groups will start in September and October. Space is limited so it's important to reserve your spot early.

There's a popular Chinese proverb that says: *The best time to plant a tree was 20 years ago. The second best time is now.* So tap into some wisdom and reserve your spot today in the next Collective Minds' groups!

WHY YOU NEED TO BE PODCASTING AS A BUSINESS OWNER



By Justin Schenk, **The Growth Now Movement**

Podcasting has become one of the fastest growing mediums for small businesses. With over 700,000 active shows, people are quickly discovering the power of the podcast. So why are so many small business owners now using them in their bag of marketing tools? It's simple really, their target market is tuning in, in droves, to hear what they have to say. Forty-percent of Americans age 54 or younger are listening to podcasts, and, according to statistics, are a relatively affluent group with half of them earning over \$75,000 a year. Is that a target market you'd like to reach?

Podcasting is currently the only long form medium that individuals are consuming these days and since they're listening to hour-long podcasts on a weekly basis, it is an easy way for business owners to build strong relationships and develop trust with potential customers. Here's why as a small business owner it's time to get started podcasting.

Podcasting is a more cost effective alternative to video marketing

Producing good marketing videos can be extremely expensive due to the hours spent editing, the cost of video equipment, lighting, sound and backdrops, all to produce a 2-3 minute video. With podcasts you can get started for less than \$100 and still produce high end quality sound.

Not to mention the fact that a lot of people are not comfortable in front of the camera, which as a result can hurt your business and reputation.

Podcasts are highly engaging

Even though your listeners aren't a part of the conversation they feel like they are getting to know you on a more personal level. When someone chooses to spend 30-60 minutes with you every single week, they begin to feel like you are a part of their life, creating a lasting bond with the audience. That, of course, translates to sales.

In a survey conducted by INC.com on over 300,000 podcast listeners, more than 60% of them have bought from something that the podcast host was promoting. This is a direct result of building a relationship between the host and listener. People buy from who they trust!

Podcasts increase brand awareness

Brand awareness is one of the most important things needed for your business. Podcasting helps you by not only sending your episode all over the world but by positioning you as an expert in your field. For example, there are countless real estate agents out there, which one do people choose? They choose who they trust and the ones who they know what they're talking about. You can use the podcast to showcase both of those skillsets to current and future clients.

So, how do you get started podcasting? Simple, buy a microphone and start creating content. If you don't have the time or the knowledge to do it yourself there are a number of full-service podcast production companies out there, or you can do the work yourself. Now as you can see, it's time for your business to start podcasting.

Justin Schenk is the host of The Growth Now Movement podcast, the founder of www.beginpodcastingnow.com, and a member of Small Business Resource Association



SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



Tune Up Tuesdays 9:30-10:30 AM

- 9/8/20 – What can Government do to help you with Congressman Dan Meuser.
- 9/22/20 – The Success Triangle, How Behavior, Attitude and Technique are the Keys to Our Success.
- 10/6/20 – Focus on the win / think big.
- 10/20/20 – Are you prepared for the future financially?
- 11/3/20 – Healthy You-Healthy Business.
- 11/17/20 – Making social media WORK.
- 12/1/20 – The Law and Small Business.
- 12/15/20 – Is your tax information ready?



120 MINGLE NETWORKING

- 9/15/20 5:00 - 7:00 PM
- Check sbrassociation.com for location

NEW SBRA MEMBERS

- Marrella Financial Group
- M&T Bank
- JT Gourmet
- The Marketing Dept.
- Prudential Pest Control
- Advanced Screeners
- Spot OnBusiness Solutions
- Precision Health Care
- Dumpster Dudes