

Supporting Local Business & You!

Celebrating 10 Years!

Our members are first and foremost, and secondly, the business community and those with a vested interest. The Lee County Chamber business organization dedicated to meeting the identified needs of the Lee County, Florida area by fostering economic opportunity and a favorable business climate within the region

Our continuing goals:

Promoting activities which help grow an entrepreneurial economy and emerging business.

Providing information and education opportunities that are designed to help in making informed business decisions

And, that only by working together and using resources in a balanced manner will we accomplish our mission. It's "Progressive Growth Through Effective Networking" not only at chamber events but utilizing each other members products and services. Supporting fellow members by doing business with each other.

125 Locations

and mailed to Vacation and Relocation inquiries at the Chamber. Lee County magazine is packed InfoGuide featuring local, destination and resident information. YOUR MEMBERSHIP LISTING in included in the Business Directory portion. It is just another way for prospective customers to find you. A cost effective, yet affordable, way to further promote your business. Only \$99. for your business card and seen by 10,000 readers. Call now 239.931.0931 to get in.



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May Networking Events

- **Network Lunch with a 'tsiwT'**
Tuesday, **May 11** • 11:45 - 1:00
Longhorn's Steakhouse
13701 S Tamiami Trail, Ft Myers
\$15 members \$20 guests
Complete lunch included
- **Network PM - After Hours**
Monday, **May 17** • 5:00 - 8:00
Mona Lisa Italian Restaurant
7091 College Pkwy \$5. per attendee
Fort Myers, FREE for Members
- **Network AM - Breakfast**
Friday, **May 21** • 7:30 - 8:45
Buon Appetito Café
6413 Corporate Court, Suite #D
Fort Myers \$10. per attendee

Lee County Business EXPO

Wednesday, **June 9** • 2:00 - 7:00
Clarion Event Hall
12635 S Cleveland Ave, Ft Myers

Find the newest products and services for your business or flaunt your goods to SW Florida.

- ✓ Technology
- ✓ Marketing
- ✓ Workshops
- ✓ What's New!
- ✓ Starting a Business



Don't miss this phenomenal opportunity to connect with local business professionals and learn about products, services and techniques to increase your sales and improve your business. There is something for every person and every business!

RESERVE YOUR DISPLAY SPACE

Exhibiting Info, call 239.931.0931

- **Make the most of membership**
One-on-One conversation with you, convenient appointments, call Robin at 239.931.0931

Website Copy: It's not an online brochure!

What are the goals of your website? This is the first question you should ask when writing your website copy. Are you trying to get your visitors to purchase something or have them sign up for your newsletter? Keep in mind that you are trying to get someone you have never met to build a relationship with you and your company. These 12 steps should help you write effective copy for your website. And, of course, if you run into challenges, do hire a professional!

1. Create a customer profile –ask these questions:

- Are they young, middle aged or senior?
- Are they primarily male or female?
- Are they financially secure or budget-minded?
- What gets him or her excited?
- What are his or her most pressing concerns?

Brainstorm a list of topics that might interest your target audience.

2. Create a Unique Selling Position (USP) – This is a statement of 2-3 sentences that explains why you are different. This unique factor sets you apart from your competition. This should be the first thing your visitor sees when they arrive on your homepage.

3. Focus on benefits –web users want to find the information about the product or service they need as fast as possible. You will need to answer that question as clearly and concisely as possible or you will lose that visitor.

4. Use informative headings and subheadings with a paragraph of 4 to 5 lines that supports them. You only have a few seconds to grab your visitors' attention. Most will simply scan for the information they are seeking. Use bulleted or numbered lists, boldface or colored font to emphasize the points you wish to make. Include links at the end of your paragraph (or within the text) to direct visitors to other pages of your site for more in-depth information.

5. Write in an informal or personal style – write in a unique way that differentiates you from other small businesses and competitors.

6. Keep your sentences simple – you are not writing to impress. You are writing to communicate. Don't use large words but opt for strong verbs over weak ones. Use the active voice instead of a passive one. Keep your sentences short and snappy.

7. Include searchable keywords and targeted keywords in your web copy that will allow search engines to find your site.

8. Eliminate the fluff. Fluff will only bore your visitors and they will click elsewhere.

9. Proof read your web copy – errors in your web copy give the impression of being unprofessional or sloppy. Use the spell checker but don't rely on it. Often it doesn't pick up all incorrectly spelt words. Print a copy of your content. It's easier to find grammatical or spelling errors on a hard copy.

10. Take a break – revise your web copy after taking a break from it for several hours or a few days. This allows you to see it from a different viewpoint. You may find a better way to say something to further improve your copy.

11. Use images sparingly – images should only be used if they relate and support your web content. If not, they will only distract the visitor from reading your web copy. Too many images will slow down the time it takes for your visitor to load your site in their browser.

12. Use effective navigation – your navigation bar should help visitors easily find the main sections of your site.



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Customer Service Leads to Customer Loyalty

By: Jay Connors

All customers want and expect superior customer service, and it is all too important that we give it to them. Otherwise, our competition will.

Your customer doesn't want to be treated like another statistic along an assembly line. They want to be treated with respect. It is very important that your customer realizes just how important their business is to you.

Imagine if you were a daily customer at a bank, restaurant, or some other establishment. And every day that you walked in, a sales associate would take care of your business, than hurry you out the door, without so much as a hi, bye, or even making eye contact for that matter.

Okay, so you don't necessarily go to these places to make new friends, but you would think that the experience could be just a little bit positive.

Maybe this isn't enough to make someone take their business elsewhere. However, it just might if they were approached by your competition, and your competition gave them an idea of just how the grass can be greener on the other side, and managed to swipe that customer from you. And if they did, would you even realize it?

The most important thing to your customer when doing business is customer service. People want to be treated with respect. They want to be addressed by name, they want their phone calls returned, and they want their problems resolved in a timely fashion.

Customer service, believe it or not, is more important to people than the amount of the product, or the over all fees' they have to pay.

So before you discuss pricing, give them great customer service up front. When I was in banking, I had an elderly couple take their business to a new bank that just opened across the street offering all kinds of special promotions at their grand opening. They happened to be very good customers of mine, and they were sad to go. They told me that the new bank was able to offer them the same products I could, except the products were free.

I told them that although the products may be free, they would never experience the customer service there that they received here.

They understood, but left by telling me that it just made economic sense for them to leave.

A month later, they came back. Needless to say, they were not happy with the other bank's customer service.

I wasn't at all surprised and was only too happy to have them back.

Excellent customer service is a great way to build customer relationships, and also build customer loyalty.

Look for more Business Tips & Ideas each month. by email and online.

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