



ASSOCIATION FOR ENTREPRENEURSHIP USA

Success by Association

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WHO WE ARE ...

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NOTE FROM THE President

Happy Fall!

As the leaves have changed colors and fallen to the ground, the two major holiday traditions of Thanksgiving and Christmas are just around the corner. That said, the cooler temperatures and shorter days do not distract entrepreneurs as they continue to pursue the dreams they work so hard to accomplish.

And while we are talking about accomplishments, AFEUSA has done plenty this past year to benefit ALL the members of your Association.

Business and lifestyle discounts are available to help you save time and money on such items as credit counseling and repair, debt relief, credit card processing, legal advice, business coaching, meal prep, entertainment venues, job postings, IT design and support, transportation needs, car warranties, payroll processing, identity protection, long-term care options, motivational inspirations, and much more!

The Members Open Forum allows AFEUSA members to post questions, concerns, and challenges facing their small business venture as they look for advice, solutions, and suggestions from fellow entrepreneurs. One of the main purposes of any professional association is the sharing of valuable information to help fellow members, which helps you too!

The Student Award Program continues to grow in participation from hundreds of high school and college students nationwide who are studying entrepreneurship. This year alone, AFEUSA contributed a total of \$10,000 to 20 fortunate students who have shown exemplary achievements in entrepreneurship. And we will continue to support those who have chosen this career path.

Be sure to log in to your membership portal in order to see ALL the various benefits and programs available to YOU as a member of the Association for Entrepreneurship, USA. And remember, with AFEUSA, it's always **Success by Association!**



Charles Jackson
President

ENTERPRISE SABBATICALS

HOW SABBATICALS CAN TEST THE STRUCTURE OF YOUR COMPANY



Despite the always-on mentality many leaders have, constant vigilance can be exhausting, even for seasoned business owners. That's why many studies show that taking a sabbatical can help with your personal and professional life. Depending on your industry, the time between the start of the school year and the holiday season can be a great time to take a sabbatical.

This isn't new territory; in fact, it's happening more than you know. According to the Society for Human Resource Management, the percentage of companies offering sabbaticals rose to nearly 17% in recent years.

Sabbaticals give you time to rest and provide a number of benefits to the company. One study from tsne.org surveyed 61 leaders within five different nonprofit businesses with sabbatical programs that required a month of leave. The study found that leaders come back to their roles with greater confidence and innovative ideas for the challenges the companies face.

During leadership sabbaticals, businesses stress-test the line of management and offer interim roles to those employees aspiring to take on more leadership. The same study also indicates that the interim leaders were more productive and responsible after their bosses had returned.

Many of the companies reported that interim leaders continued to handle some of the management responsibilities they were entrusted with during that time and made their relationship with management more collaborative as a result.

If you find stepping away to be a daunting task, there is a

happy middle between short vacations and all-out sabbaticals. At The Motley Fool, one key member of management is randomly drawn to take two weeks of paid time off each month. It's a great way to ensure you and the rest of your

“THE SAME STUDY INDICATES THAT THE INTERIM LEADERS WERE MORE PRODUCTIVE AND RESPONSIBLE AFTER THEIR BOSSES HAD RETURNED...”

management team are getting breaks, and it also prepares your company for unexpected absences from team members.

Time off is also a major ingredient to success, and the effects of a sabbatical will last long after you've returned. One study conducted by the University of Texas found the positive changes from a sabbatical will remain long after you've returned to the workplace.

If you're struggling to find the best way to manage time away from the office, look into our articles section of our website. There you will find an article titled “Business Proof Your Vacation” that outlines some helpful tips to ensure your break is a success.

MEMBER BENEFIT

WHAT E6 AGENCY CAN DO FOR YOU



E6 Agency is a full-service, nonstop creative agency in the heart of Phoenix, Arizona. If your company is the leader in your industry but you struggle to communicate that to your audience, have no fear — E6 Agency is here! If you're unsure about the quality of outsourced marketing materials, this experienced creative team has a track record of success. They work with brands like Microsoft, Dell, AmazonFresh, Comcast, and the U.S. Navy.

E6 is dedicated to meeting your advertising needs. Their services include graphic design, website development, and video. However, they go beyond just aesthetics, as they work with you provide the best SEO and marketing strategies available. If you're struggling with social media, they can work with you to develop the best content for your consumers.

In recent years, businesses have suffered over \$400 billion in damages at the hands of hackers. With those numbers in mind, E6 has decided to prioritize data security. Their IT experts offer state-of-the-art data management and cybersecurity.

As an AFEUSA member, you have access to an exclusive 20% discount on the following services:

- ✓ Cybersecurity
- ✓ IT strategy/consulting
- ✓ Cloud computing
- ✓ Software & web development
- ✓ SEO and digital marketing
- ✓ AD creation
- ✓ Message strategy

With everything E6 offers, you'll have the communication tools you need to reach your target audience. E6 works with several markets, including tech, education, government, fitness, and so many more.

If you feel like E6 Agency is right for you, contact them directly and have your AFEUSA membership number on hand to receive your discount. If you need any more information, don't hesitate to reach out via email at info@e6.agency or call them at **480-442-6846**.

TAKE A BREAK



EXCLUSIVE BENEFIT AFEUSA Member's Forum

- ✓ QUESTIONS
- ✓ CHALLENGES
- ✓ QUERIES



Open only to AFEUSA members, this platform allows AFEUSA members to post various issues related to their business or idea and allows other members to comment or give advice/suggestions on how best to resolve those challenges.

To get started, login to AFEUSA, select membership benefits, and click on the link to the Member's Open Forum. Be sure to read the Code of Conduct prior to posting any question or answer. Let's start posting!

HOW TO CULTIVATE CLIENT RELATIONSHIPS

GIVING THANKS TO THOSE AROUND YOU


The holiday season is a great time to be with loved ones, but it's also the perfect occasion to thank your local community! Your suppliers, consumers, and business partners play a role in your company every day, so it is essential to recognize them. Here are a few ways you can cultivate a strong relationship and show your appreciation to those in your community.

Exceed Consumer Expectations

As you build relationships with your consumers, continue to raise the bar for the quality of products you provide. As the old saying goes, underpromise and overdeliver. Look at how you can be proactive and meet every need and more. This will encourage your customers to keep coming back and foster brand loyalty. Having an excellent track record gives you the best chance of keeping your target audience, even when the going gets tough.

Show Your Appreciation

A great way to reward longtime customers is to create a loyalty discount program. Depending on your industry, you can do this with reward cards or loyalty program apps to track rewards. After customers have earned a specified amount of points from buying goods or services, they get a reward. It could be free products or discounted services they use. This will show your customers that you're actively thinking of them and trying to meet their needs in any way you can.



Tchotchkes like T-shirts, hats, pens, and notepads are also effective ways to say thank you to your audience. If you're in a business-to-business industry, vegetable and snack plates during the holidays are great ways to show your appreciation. If you want to get a little more creative, dive into your AFEUSA membership discussion board to see how other entrepreneurs are showing customer appreciation this holiday.

THIS MONTH'S Featured Organization

OREGON ENTREPRENEURS NETWORK HELPING OREGON ENTREPRENEURS START UP AND SCALE UP

Oregon Entrepreneurs Network (OEN) helps business owners in Oregon grow their businesses at a staggering rate. They accomplish this by connecting business owners with peers, mentors, funding opportunities, and hands-on training. This nonprofit is essential to the area, as it's the only program that supports scalable startups in every industry across the state.

OEN has cultivated a thriving and diverse community of entrepreneurs through its 50 events and programs held each year. In the last 20 years, over 54,000 community members have attended its functions. Some of the most notable events include monthly Pubtalks, an annual summit, and workshops. These events are explicitly designed to connect entrepreneurs to other peers and mentors. This fosters business growth and a higher quality of service to consumers.

OEN understands that financing a new business can be an uphill battle, so numerous chances for funding are available. Through the Angel Oregon Program, entrepreneurs can access funding and investors — the primary resources that help businesses fulfill their potential.

In a crowded marketplace, OEN recognizes that it takes more than just a great business plan to be seen. In response, it hosts several high-profile entrepreneurship events. One of the most significant events is the OEN Tom Holce Entrepreneurship Gala, where the

community celebrates and promotes the companies that are making an impact in the local market.

In every event and program, OEN inspires a culture of giving back. From 2010-14, it actively operated the Entrepreneurs Foundation of the Northwest, which has given over \$10 million to 100 nonprofits. If you're in Oregon and want to learn more about what OEN offers entrepreneurs, you can visit their website at OEN.org!



THE ELOQUENT BULLDOG

AND HOW HE INSPIRED A WAR-WEARY NATION TO RESIST IMMINENT DEFEAT

Come back in time to Europe during the early 1940s. Hitler's armies, with the speed and power of a wild animal gone mad, ripped and clawed their way through six European nations within three months. Then, having defeated France, the Nazi war monster crouched, bared its teeth, and prepared to pounce on Great Britain, just 21 miles across the English Channel.

Confidently, almost matter-of-factly, Hitler told his generals that the British would surrender in a few weeks. His plan for this murderous assault was to bomb them into submission.

From Sept. 7, 1940, through May 10, 1941, the German Luftwaffe attacked London and other British cities nearly every night, dropping a total of 190,000 tons of bombs! Hitler then offered to negotiate a peace settlement, but the British didn't even reply, so the bombing raids continued — for three more years into 1944! And still the British did not surrender!

How did they withstand such brutal punishment? They had, as their leader, one of the greatest statesmen in history: Winston Churchill. Churchill became prime minister of Great Britain on the eve of World War II, saying to his countrymen, *"I have nothing to offer but blood, toil, tears, and sweat,"* all of which were soon to be exacted in full measure.

"We shall not flag or fail," he said. *"We shall go on to the end ... We shall fight in the seas and oceans ... We shall fight on the beaches ... We shall fight on the landing grounds, we shall fight*

in the fields and in the streets, we shall fight in hills; we shall never surrender!"

Later, though Britain stood alone, desperately outmanned and outgunned, Churchill declared: "Let us therefore brace ourselves to our duties, and so bear ourselves that, if the British Empire and its Commonwealth last for a thousand years, men will say, 'This was their finest hour.'"

While the battle raged, this stocky, cigar chomping, determined, eloquent bulldog of a man appeared to be everywhere, urging the British people not to give up. He defied air-raid alarms and walked the streets of London even while bombs were exploding. He toured military installations and visited hospitals to encourage the wounded. All the while he held one arm aloft with two fingers in a "V for victory" salute.

To the people of the Allied nations, and especially to the British, this simple gesture became an inspiring symbol of faith in victory. But the source of Churchill's inspiration was not widely known. It was a message inscribed on a brass plaque — a quotation attributed to Queen Victoria:

"Please understand there is no depression in this House and we are not interested in the possibilities of defeat — they do not exist!"

-Joel Weldon
Inspirational Writer of Wisdom



HOW TO WRITE CONTENT THAT POPS

When it comes to winning over customers with content marketing, many entrepreneurs seem to think, "If we publish, they will come." That would certainly explain the flood of bland, cookie-cutter blog posts pumped out across social media every day. To win over readers and make the most of your marketing dollars, your content needs to have a personality — a voice. Of course, personalizing content comes with a few pitfalls every marketer needs to know.

Don't Write How You Speak

Read a few sentences from your favorite book or newspaper. Do you think the author speaks exactly like that in real life? Probably not. Speech and writing are two different mediums with different stylistic needs, and trying to translate one to the other can prove disastrous. For example, many content writers include verbal cues like dramatic pauses ... by including useless ellipses. In a conversation, strategic pauses may impress, but on the page, they pull readers out of the article.

Contractions Aren't Your Enemy

On the other end of the spectrum, some people write like robots. They avoid contractions like "don't," "can't," and "aren't," resulting in stilted, plodding sentences that inflate word counts and alienate readers. Obviously, formal publications like research papers and legal briefs still maintain this archaic ban on mashing words together, but when it comes to marketing content, rules are flexible. Do not fear using these tools. You cannot go wrong with adding a splash of informality to your writing. Your readers

are not going to mind. (Are you still with me?)

Show, Don't Tell

This is a big one. So many businesses publish copy with big statements like "We love our customers!" or "Our passion is helping you!" These blanket sentiments come across as shallow. So, rather than tell customers you care about their needs, write content that shows them you understand their needs and want to help address them. We care deeply about your marketing campaigns and want to help them succeed!

