



All About ABILENE

Chamber of Commerce Newsletter

January 21

If it's good for Abilene and our area, it's good for your business!!!!

YOUR NAME

HERE

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Creating a Business Profile

The internet is, whether we like it or not, becoming the most common form of communication as well as our "go-to" information source. You can't look anywhere without seeing people checking their phone, computer tablet, or asking someone to do the same.

There are websites for what seems like anything and everything these days...tv & movie streaming, social media, humor websites, political websites, shopping websites, dating, and much more. One commonality among almost all websites is that there is the ability to create a profile. On this profile, depending on the website, you can enter your demographic information, likes & dislikes, and more. Businesses are really no different.

Deciding what your business's "profile" will be is essential to knowing how to market your business but also if you want to go online. While your businesses may not be going on online dating websites or shopping websites, you will more than likely be thinking about putting your business on social media. Plus, don't forget creating your own business website.

I know that writing a business profile is not new information, but helpful hints are always, well, helpful! While researching information about writing a business profile (on the internet of course - where else?), I came across an article on chron.com, with five tips on writing your business profile. You can remember them by saying "TACCC" to yourself (I pronounce it "tack.") The five tips are to Be Timely, Be Accurate, Be Creative, Be Complete, & Be Concise.

Firstly, be timely. Your customers want to be kept up-to-date with the latest information, so make sure your profiles reflect that. Next, be accurate. If people are interested, then they will be confirming the stated information to make sure it's the truth. You don't want to be dishonest and get caught in that. The first of the "Cs" is to be creative. You want to stand out! Think of something creative that will inspire viewers to remember you. Be Complete is the next tip. Don't leave any important information out of your profile - make sure your viewers have the information they need. Finally, Be Concise. (See how easy that is?)

For whatever reason you are needing to write a business profile, these "tips of the trade" should help in getting your business known! Click on the Question Mark below to read the article!

Banquet Information!



Tickets

Members: \$40
NonMembers: \$45
Table of 8: \$280

Tables

Sponsor: \$75.00
Must be member
Limited amount left!



Wine

Sponsor: \$50.00
Must be member
Limited amount left!

Awards

Nominations due
2/6. Call Chamber
for more details!



Thursday February 26
Eisenhower Courtyard
Social 6:00, Banquet 7:00



Your Business

Weekly Trivia: Be the first one to email me the answer, and you'll receive a gift!
Who is going to the Super Bowl?
Last Week's Answer: Boyhood