



5 FOOTBALL HACKS

To Reach Your Business Goals

More than 14 years ago now, my family packed up and moved to Idaho. There were a lot of changes coming from California to Idaho, but I think one of the weirdest (and coolest) was the absolute obsession everyone out here has with the Boise State Broncos football team. You see it *everywhere*: In the grocery

stores, you'll see shopping carts painted in their colors (even at big-name brands like Walmart). Their pictures are sprayed across buses and on cars. They have merchandise in every store — from shirts to greeting cards — and even at school events and functions! People in the Treasure Valley cheer hard for their Broncos.

At the time we moved, I was an occasional sports-watcher but never really a football fan. I'd watch if it was on someone else's TV, but my interest was never really piqued. Then we moved to Boise, and I got caught up in the culture of it all. Once I caught the bug, my oldest son soon followed, and then before I knew it, we became a whole football family! I even chose Newsletter Pro's old color scheme based heavily on BSU's colors. New hires have laughed and rolled their eyes a bit when hearing about it, but I think there's so much business sense that

can be learned from watching football and seeing how each team perseveres and learns. The *best* teams all have the best plays, and those plays are things we can use in order to get ahead.

FOOTBALL HACK #1: Teamwork makes the dream work.

All right, so it's a cliché. But it wouldn't be repeated so often if it weren't true. Defense is just as important as offense. The quarterback can't take on the weight of the Super Bowl by himself, no matter how good he is (see Patrick Mahomes in the last Super Bowl). It takes collaboration to go the distance.

I've spoken before about how hard it was for me to let go of some tasks when Newsletter Pro started to scale fast. I had to hire new talent to come in, write, and design, and I was a terrible "backseat driver." I would often let my new employees spend hours working on a task, only to come in and redo it myself later. This became bad for morale, and I wasted money and time feeling convinced that no one else could do the job quite like I could. When my team had a "come to Jesus" moment with me and convinced me to loosen the reins and let them do the tasks I'd hired them for ... I realized that a lot of those things I insisted on doing could actually be done just as well or better, even if they got done differently.

FOOTBALL HACK #2: Develop your playbook.

Players do not go out on the field and wing it. They study the playbook, run the drills, and make sure they are physically fit enough to perform in good

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condition. They spend time adjusting their strategy so that each teammate's strengths are used to their ultimate advantage.

Now, I'm a 9 out of 10 on the Kolbe Quickstart scale, so slowing down to put a fully realized plan together is sometimes painful. But it is worth it 100% of the time, and it's one of the areas I've worked hard to perfect over the years in order to be an effective leader. We all know that growing and scaling has just as much to do with systems, processes, plans, and people as it does with having a great idea or starting an innovative new project.



FOOTBALL HACK #3: TOUCHDOWN!

I read a fascinating study recently by health behaviorist Dr. Emily Nagoski. She wrote the book "Burnout: The Secret to Unlocking the Stress Cycle," and I took a lot of interest in her research about the

fastest way to process stress and feel better. Turns out it has nothing to do with forcing yourself to "relax" but has everything to do with celebrating the fact that you survived! So, when you see someone on the field running with the ball like their life depends on it, avoiding tackles, jumping over opponents, and making it to the end zone unscathed, their victory dance is actually a necessary part of finishing the body's stress cycle and telling it, "We won! We made it! We're safe."

This is a big one for me. As business owners, our stress doesn't look quite as obvious as trying to avoid a giant football player from literally slamming us to the ground. But Dr. Nagoski's research shows that filing taxes, firing an employee, or even sitting in rush hour traffic feels the same way to our bodies. So, the advice is to let yourself have a "TOUCHDOWN!" when the moment is over, to let your body know that it made it through safely.

FOOTBALL HACK #4: Let the referees do their jobs.

On the field and sidelines next to the action, the referees are crouched low, eyes on the field, making sure that the game follows the rules and is as fair as possible. We pay these people to be impartial and tell us uncomfortable truths; they don't always get it right, and they are not always the most-liked people on the field for sure! But could you imagine a game without them?

This is a personal pet peeve of mine. We get clients who pay us to be the pros on their campaign ... and then promptly demand something that will torpedo all of our efforts. I've seen it time and time again: If we can't convince them to go another route, their product satisfaction steeply declines, and we lose them as soon as the contract period is over. It's madness! Why would you hire an expert, then ignore all of their data on what works and what doesn't?

If you've been in my shoes before (or are now), sometimes you need to save people from themselves, and that's just the truth! We will very rarely take on a client wanting to mail quarterly (except for some very specialized niches) because the data shows us that it just doesn't work. Better to light your money on fire than to take on something that you know will fail to meet standards.

FOOTBALL HACK #5: Check out the watch party.

When the game is done, win or lose, the players sit down and analyze the game film. What worked? What didn't? Where were their trouble areas?

Celebrate and learn from your wins. Evaluate your losses. Not everything you try will be like running the ball in from the 1-yard line on every play, although even that can prove difficult at times. Sometimes you have to go back to the drawing board with your failures and recalibrate your plan. Try, try, try again. Keep what works. Throw out what doesn't.

Most importantly, pump yourself up for the next "game" by remembering that you have all of the tools to succeed. Opportunities are endless these days. Continue seizing them! Continue growing. Continue analyzing. With the right team behind you, and the right playbook, you can't lose.

Newsletter Pro may have updated its colors and design flow, and the bright blue and orange is no longer everywhere you look in my office, but make no mistake, we are still hardcore BSU fans in my household. When the season starts, you will find me firmly planted behind the blue field, surrounded by my kids, looking for opportunities to continue learning, and cheering for the Broncos with all I'm worth.

GO BRONCOS! GO BIG BLUE!

To your success,

-Shaun

Small-Business Owners, Take Advantage of Fall!



6 Strategies to Make the Most of the Season

It's not just fall or back-to-school season — the third quarter is the time of year when customers are paying more attention to work and pushing to achieve the year's goals, and so are you! If you want to best serve your current customers and make some new ones, it's time to start asking, "How can I make my customers' lives a little bit easier this fall?"

The truth is that fall is stressful. It's the time to prepare for the holiday season, and people are more likely to make big purchases or home improvements before enjoying their family celebrations.

Luckily, you can take advantage of people's willingness to shop and, hopefully, make their fall a little bit more manageable while doing so! Here are six tricks for doing just that.

First, start working on holiday sales.

These next few months could be critical to your business's survival. Now that Christmas is around the corner, it's time to start planning before your customers do!

If you sell to retailers, pursue orders. Or if you sell to consumers, start creating unique holiday sales and merchandising.

Consider doing themed sales, like 31% off on Halloween! You can even do a Small-Business Saturday promotion where customers who buy your products and post their purchase on social media (with the designated hashtag) get \$5 off their next purchase.

Second, attend or exhibit at trade shows. Conventions are starting back up again — with a vengeance! Be the first in line to meet and greet new customers, some of whom could be life-changing for your company. Trade shows are wonderful for bringing together plenty of highly targeted customers in one place, and many are looking for new solutions and open to hearing about your business. If you're not sure where to begin, the Trade Show News Network website (TSNN.com) is a great place to get started.

Third, if you're a summer business, don't take it easy yet — build a reserve. You might be tempted to take it easy after a busy summer, and you certainly deserve a reward, but don't let your guard down right away. Start putting money away into two accounts: a reserve account for the slower months and a tax account for the IRS. Then, make sure you have a good contact management program and enter the information of all your summer customers. Make sure they hear from you a few times in the coming months!

Fourth, communicate regularly with suppliers. Your suppliers and vendors are going to be extremely busy this time of year — make sure you communicate often enough (and pay bills on time) to ensure your inventory and raw materials are there when needed.

Fifth, develop a 2022 business and marketing plan. If this isn't your busiest time of year, this could be a great time to strategize ways to grow your business. It could be a simple plan with mostly necessary steps, just to remind yourself to ask questions like: What are my long-term goals? Why do I want to own my own business — financial security, time flexibility, or skill mastery? Find ways to recommit to these goals.

Sixth, take action. Taking any action can help re-motivate you for the new season, whether it means reconnecting with a new or old prospect, fixing a business issue nagging you for a while, or setting up a lunch date with a potential referral source, there's no better time than the present to jump ahead.

It can be hard to get back to work after a fun-filled, relaxing summer, but consider that 2022 is just around the corner. This is your last chance to make some meaningful changes in your business this year! Best of luck!



Create a Company Culture Your Employees Won't Want to Leave



As today's workforce grows into a global network of employees scattered across the world, more companies must address the biggest question in employment: How do we retain our employees?

The Harvard Business Review (HBR) reports that high turnover rates can cost companies twice as much as one employee's annual salary, and the biggest cause is a lackluster company culture. In fact, 45% of employees say leadership isn't doing enough to build culture, while 65% admit they would give up a high salary for a great culture.

Today's workforce wants to feel as if they are part of a community, but cultivating that environment takes care and precision. It's not going to look the same for every company, but HBR has three steps every business should try.

1. Find the right people for the right jobs.

People do better work when they are doing work they actually want to do. That's where compassion and passion blend, creating a superpowered employee who's willing to go to bat for your business and your customers. Find what fits your employees best (ask!) and find the right people for the roles you need filled.

2. Build connections between employees.

Team-building activities, as corny as they can be, bring your employees closer together. With stronger bonds outside of the work experience, employees can better collaborate and grow.

3. Create a purpose.

As HBR explains, more employees want to know their work matters — so show them! Share client and customer testimonials with your team, track and show tangible results, or create a nonprofit way for your team to get involved. (Talk about team-building!) When they work toward a goal together, employees stick together.

The field for hiring is wider than it has ever been, but that also means your current employees have more options than ever before. It's time to shift your main focus away from their metrics and into the culture supporting them.

Easy Ways to Boost Traffic to Your Website (That Aren't Pay-Per-Click)

Everyone knows that pay-per-click (PPC) ads are a great way to drive traffic to your website, but what if you don't want to shovel money at Google or Bing? In 2018, small and medium-size businesses spent an average of \$9,000-\$10,000 *per month* on PPC according to WebFX. That's not chump change! Fortunately, there are other ways to boost your visitor numbers and keep people on your site longer. Here are 10 strategies you can test out now to get results.

1. Join social media groups. A Pew Research Center survey conducted in 2021 found that a whopping 1 in 7 American adults use Facebook daily. No matter who your demographic is, they're waiting for you! One easy way to reach them is by joining Facebook groups where they congregate. There, you can engage with them, build trust, and *occasionally* share links to your website. (Don't spam, folks!) If you're a dentist, look for mom groups, neighborhood groups, and health and fitness groups in your area.

2. Start an email campaign. Just how effective is email? According to "The Digital Marketing Handbook" by Robert Bly, "Just a few years ago, the average ROI for email campaigns was 4,300%." Are you leveraging

that by sending emails packed with readable content and links to your website? If not, start building your campaign today! Our team can help. Call and ask about our 52 weekly emails option.

3. Guest-star on a podcast (or create your own).

A whopping 80 million Americans listen to podcasts *every week* according to The Infinite Dial 2021 report. Again, your target audience is waiting for you! Do you have a friend, relative, or acquaintance who has a podcast? Ask to guest-star on it, then share your website on the air. Can you do a quick Google search for podcasts that your demographic loves? Email to see if they might be interested in interviewing you. If not, consider advertising with them.

4. Answer online questions.

Kinsta and Forbes agree: Posting on Reddit is a great way to drive people to your website. Don't dismiss platforms like Quora and Facebook, either! To boost your traffic, spend time sharing there and crafting helpful answers to posted questions in your area of expertise (with a sneaky link to your website, of course).

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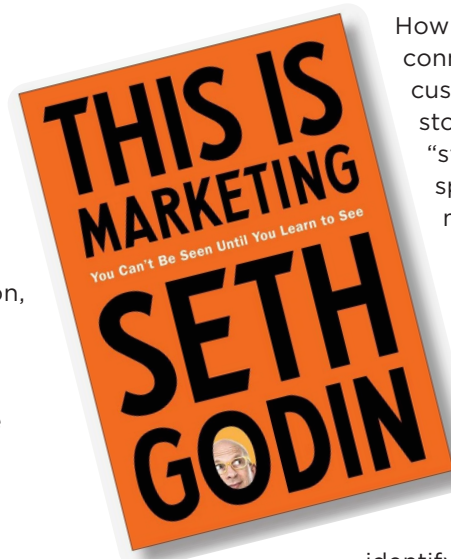
Struggling to Find Your Marketing Mindset?

Try 'This Is Marketing'

Not everyone considers themselves to be a "marketing" person, but if you're a small-business owner, you're likely wearing multiple hats at once. How do you get into the necessary mindset to succeed in the marketing world? What advice would you need from a marketing guru to feel a little bit more confident in your decisions?

That's exactly where Seth Godin's book, "This Is Marketing: You Can't Be Seen Until You Learn to See," comes in. Godin has published over 18 bestselling books about marketing and is considered to be one of the industry's foremost experts and voices on successful marketing tactics. If you're looking for a great place to start expanding your marketing mindset, look no further.

Will you find precise, measured marketing advice in this book? Not exactly. If you're looking for technical insights on how to produce the next catchy TV commercial, you won't find it. However, "This Is Marketing" was an instant New York Times bestseller and expert favorite for good reason. It teaches something that's extremely difficult to teach: an honest marketing perspective that will help marketers stop lying, spamming, and feeling guilty about what they do for a living.



How do you make a genuine connection with your customers? How do you stop wasting money on "stolen attention" and spend more money on meaningful interactions?

In our modern world, Godin helps differentiate these interactions and encourages professionals to do something that initially seems counterintuitive:

identify their smallest viable audience; draw on the right signals and signs to position your offering; build trust and permission with your target market; speak to the narratives your audience tells themselves about status, affiliation and dominance; spot opportunities to create and release tension; and give people the tools needed to achieve their goals.

If you want to get into the niche marketing frame of mind that's been so successful today — especially over the internet — this is how it's done. We highly recommend this book for many of our small-business owners!

THE Good News

"If either of them falls down, one can help the other up. But pity anyone who falls and has no one to help them up."

-Ecclesiastes 4:10 (NIV)

"He made the moon to mark the seasons, and the sun knows when to go down."

- Psalm 104:19



5. Try affiliate marketing. Like the cheesy classroom posters say, "Teamwork makes the dream work!" To increase engagement in your website, consider starting your own affiliate program and swapping the favor of promotion with another company your demographic would enjoy. According to "The Digital Marketing Handbook," this is easier than you think. Simply set up a page on your website explaining the program (including the sales cut that affiliates will get, the benefits of association, and a signup form) and share it with people and brands you'd like to work with. Soon, they'll start sending traffic your way.

6. Leverage your content. This is Newsletter Pro 101. The high-quality, engaging, educational content in your print newsletter is a great way to drive traffic to your website on its own, but you can also leverage that content elsewhere! Share your HTML newsletter with your email list, post your articles as blogs, and share them on social media. If you include a link, all of these options will drive traffic to your website!

7. Offer a blog swap. Podcasts aren't the only format that welcomes guests! You can also guest-star on someone else's blog by writing a post in your area of expertise and linking it back to your website. This is an effective way to entice people to click. It leverages the power of quality content *and* affiliate marketing. To encourage companies and platforms to partner with you, offer a swap and let them guest-star on your blog, too,

8. Post a tutorial on YouTube. Creating a YouTube channel is free and easy, and since you're the expert on your product/service, no one can put out a better tutorial than you! If you create a useful, high-quality video and mention your website in both the video and description box, you'll drive traffic straight there. You can also make the video even more effective by sending it to your email list, posting it on your website, and sharing it on social media. Not sure where to start? Visit [TechSmith.com/blog/instructional-videos-for-the-ultimate-guide/](https://www.techsmith.com/blog/instructional-videos-for-the-ultimate-guide/)

9. Ensure your site is mobile-friendly. You don't just want to get people to your website — you want them to stay, browse, and either buy your product or schedule a consultation for your service. The odds of that happening drop like a rock if your site isn't mobile-friendly. According to Statista, in the first quarter of 2021, 54.8% of all web browsing was done on mobile devices. To discover 14 ways to make your site more mobile-friendly, visit [QuickSprout.com/mobile-friendly-website-guide/](https://www.quicksprout.com/mobile-friendly-website-guide/).

10. Boost your loading speed. Content delivery networks (CDNs) and browser-caching tools will help your website load faster for visitors, ensuring they don't click away in frustration. Forbes recommends Amazon Web Services (AWS), MaxCDN, W3 Total Cache, and WP Super Cache as good places to start.

How Heinz To Home Highlights a Brilliant Way to Pivot

For nearly 200 years, Heinz has been synonymous with adding that extra touch to your burger or hot dog. What once started as an American dill pickle and chili sauce brand by Henry J. Heinz slowly grew into the biggest name in ketchup. Today, the global company has numerous products, including barbecue sauce, mayonnaise, steak sauce, beans, soups, and vinegar.

There is always a demand for ketchup and canned goods, but when COVID-19 became a global concern, panic-buying wiped market shelves of some of our favorite products. As a result, Heinz saw a 337% increase in sales from March 2019 to March 2020.



This spurred the marketing geniuses at Heinz to come up with an idea.

Rather than flood already weary grocery store chains with hungry patrons, the corporation introduced its United Kingdom consumers to Heinz To Home, a delivery service that brought the public's favorite Heinz products right to their doors. For the U.S. equivalent of \$17,

U.K. consumers could receive 16 cans of cream of tomato soup, beans, and Heinz Hoops — similar to Chef Boyardee SpaghettiOs — via delivery. The project also partnered with an organization that supported the U.K.'s military and health services programs, providing free shipping costs to members who made orders.

By creating Heinz To Home, Heinz adapted to a market in crisis, positioning Heinz as a leader in two very simple ways.

1. Getting Goods to Consumers

As shortages wiped store shelves of nonperishables, toilet paper, and paper towels, Heinz ensured that their loyal customers never had to go without. They never had the chance to consider another company because Heinz was ready to adapt to their needs.

2. Supporting Their Community

By offering discounts to those called upon to serve during the pandemic, Heinz joined a community effort. They are speaking directly to the consumer, making sure they know that Heinz is an active community partner. Furthermore, Heinz To Home allowed more consumers to stay home and lessen their risk of spreading the virus.

You don't get to be a nearly 200-year-old company simply by following the status quo. That's why Henry J. Heinz changed the market and sold his products in clear bottles — so consumers could see his superior product — and why, centuries later, his company pivoted brilliantly during the pandemic.

Resource of the Month

Last year, CloudIncome reported that 73% of marketers considered webinars their best strategy for generating quality leads. This is no surprise, as one study also found that the virtual seminars convert 20%-40% of attendees! Webinars are a particularly versatile tool in an entrepreneur's toolbox. With the right attention to detail, they can become ...

- **A lead magnet for your website**
- **An attention-grabbing follow-up for converting warm leads**
- **An in-house training tool**
- **A company-wide meeting replacement**
- **A virtual mastermind hub**
- **And more!**

Webinars Made Easy

GoToWebinar Could Help You Unlock New Leads

There's only one problem: Putting together a webinar is intimidating. You have to create the content, send out invitations, host it, follow up with attendees, share the recording, and gather useful data from the event. That's a lot of steps on your plate! Fortunately, tools and apps are out there available to help! Right now, one of our favorites is GoToWebinar.

GoToWebinar was created by LogMeIn, a company that has been helping people work from home since 2003. It makes webinar-creation easy, simplifying the steps we listed above (after creating the content, which you'll still have to do yourself) and walking you through them from your computer or smartphone.

To start, just pick a date. From there, the app will provide custom invitations for your guests, a registration page, and even automated email reminders. When it's time to present, you can use the practice mode to get comfortable. Then after the webinar, GoToWebinar will help you make

your next event even better by generating reports on your attendees, engagement, and more.

On top of all that, GoToWebinar integrates with another LogMeIn tool called GoToStage, which is basically the YouTube of webinars. You can create a channel there, publish your webinar, and use GoToStage's features to help leads find your published content online.

GoToWebinar is far from the only webinar software out there, but it has a 4.5-star rating on Capterra, making it competitive with top-rated webinar platforms like Welcome, Demio, BigMarker, and Livestorm. It also has a seven-day free trial that doesn't require a credit card. To learn more, visit [GoToMeeting.com/webinar](https://www.gotomeeting.com/webinar).



Get Inspired

"Sales is not about selling anymore, but about building trust and educating."

-Siva Devaki

"The questions you ask are more important than the things you could ever say."

-Thomas Freese

An Extraordinary Bike — Made by Normal Bikes

To some people, a wooden bike sounds very unusual and not at all practical. They may assume it's heavy, non-aerodynamic, and perhaps even unattractive. But one couple wanted to prove the world wrong, so they started their own bike company.

To ensure nobody forgets how unusual, beautiful, and eco-friendly these bikes are, they named their company accordingly: Normal Bikes. And they're absolutely sweeping the nation.

But how did the idea get started?

A Dynamic Duo

Chris Kudla had worked for Rochester Institute of Technology and several Fortune 500 companies — but now, he works in a few hundred square feet of workshop space in a co-op. It's been a crazy journey, but he says none of it would have been possible without his other half.

In 2017, Kudla decided to quit his day job as a project manager and engineer and start his own bicycle-building studio. Despite his strong passion for cycling, he told WGRZ, "I can honestly say I don't think I would have jumped into it without the support of my wife. It's such a simple thing, but it is really scary to just go for it like that."

Why the name "Normal Bikes"? "The simple answer is that when I first started, it was out of the basement and dining room of our house on Normal Avenue, over on the West Side of Buffalo. For lack of a better name, I guess," Kudla told WGRZ. But there's more to the story, too.

"[When my wife and I] started talking about using that as the name, it really fit because everything about the design of the bike is geared toward

making it just like a normal bike. So, you can just take it to a bike shop to have it worked on, and you can ride it in the rain. The use of it is just like a normal bike."

However, if any bike enthusiast takes a closer look at these bikes, they can certainly see why his wife was so excited for his new project — Kudla's engineering prowess and attention to detail are far from normal.

Why the Wooden Ride Glides



level Urban Scout model and a custom Normal Bicycle taking over 3-4 weeks to complete, these bikes are meant for serious bicycle enthusiasts.

Many bikers have a specific bike for unique uses. So, why do so many avid cyclists buy a wooden bike? "Usually, it's a commuter bike or to ride around town." Since the bike is actually hollow — intricately assembled together by cut sections — its achievement is mainly in its precise engineering rather than woodworking.

Kudla's extensive experience designing products for large corporations pays off with his new shop. With his think-tank design workflow, a lot of checks and balances are required to get a seemingly simple part finished, but this ensures every bike is pristine.

"It's a known thing, the design process, and then you're comfortable with it when it goes to production," Kudla said. "You feel good about it because you've gone through all these different checks along the way." Of course, the checks and balances make the process more lengthy and challenging, too, as the sole person crafting his bikes. "When you're the only one looking at every step of the design, then it's a lot more nerve-wracking."

With all materials sourced from North America, Normal Bikes has certainly pushed the "norm" with their unique designs. Congratulations on your success so far, and we can't wait to see what's in store for your future!

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Resource of the Month:
GoToWebinar

Crafted with maple wood, Normal Bikes are much more durable than you'd expect. According to Kudla, "The wood absorbs shock more efficiently and distributes impact throughout the frame better than metal."

And plenty of industry experts agree! With a price tag of \$4,995 for an entry-