



Summer of Community Investment

August is our last month in our Summer of Community Investment series. The 3Raptor Consulting staff is honored to have had the opportunity to invest in people, businesses, and our community.

Working to meet your current needs and requests, we are launching two new series this month, *Keys to Successful Marketing* and *Strategic Planning*. *Keys to Successful Marketing* will give you tools you can use now to increase audience engagement. *Strategic Planning* will give you the skills needed to use data from 2019 and 2020 to successfully plan for the fourth quarter. And, as a bonus class *People Leave Bad Bosses* is designed to give you the leadership skills needed to create the ideal work environment and reduce employee turnover.

In order to better meet our community's needs, we would like to know what you want. While we have planned two new series, we would love to add bonus classes you need. Are there classes, series, and sessions you are looking for? Is there a skill you would like to learn or develop? What resources can we share to help you achieve your goals? 3Raptor is looking for your input to make sure our Summer of Community Investment continues to meet your needs.

Please ask your peers, business partners, and neighbors. Share with us what you learn, and we will do our best to meet these needs.

Help us as we invest in our community. Join us as we work to create the business world each of you has dreamed of. Allow us to help you achieve your dreams.

The graphic features a purple-tinted background with a top-down view of hands holding a smartphone and a laptop on a wooden surface. Three white dinosaur silhouettes are positioned at the top. The text is arranged in two columns, with a central section at the bottom.

3RAPTOR CONSULTING

Summer of Community Investment
August 2020 Schedule

Keys to Successful Marketing Tuesdays at 9:00 am Central	Strategic Planning Thursdays at 9:00 am Central
Aug. 4 Defining & Engaging Your Target Audience	Aug. 4 SMART Goals
Aug. 11 Selling with Key Emotions	Aug. 11 SWOT Analysis
Aug. 18 Creating a Niche in Your Market	Aug. 18 Competitor Analysis
Aug. 22 Building a Client Base	Aug. 22 Pivoting

Bonds Class
Wednesday August 19 at 9:00 am Central

People Leave Bad Leaders, Not Bad Jobs

All classes featured in our Summer of Community Investment series are FREE. Watch all our classes on Facebook.



Strategic Marketing

Quality marketing has the potential to dramatically increase your business, secure clients, and create a niche in the market. Marketing must be strategic, driven by the data of past sales and marketing campaigns. The first step to creating strategic marketing is to define your target audience. Once you know who you are marketing to, you can then determine what emotions to use in your campaign. Combining key emotions with marketing specifically designed for your target audience is sure to increase your online traffic and storefront traffic. Strategic marketing campaigns will eliminate the need for sales and other flashy gimmicks.



Understanding key business terms can be a challenge, especially when you are starting a business or expanding. We choose 76 terms to define by key subject matter experts and created a resource designed to give you quick, easy to read, informative definitions. Look for the launch of this **FREE** resource on August 18.



Looking for inspiration or new ideas? Read our latest blogs at 3raptorconsulting.com.



August book Club

Join us every Saturday in August at 2:00 pm on Facebook for a discussion

Reading Schedule

Aug 1 Introduction & Section 1

Aug 8 Section 2

August 15 Section 3

August 22 Section 4

Aug 29 Section 5, Conclusion & Next Steps

But I'm Not an Expert!

Go from newbie to expert and radically skyrocket your online influence without feeling like a fraud!

MEERA KOTHAND

As a professional we are not always given the prep time we would like. Learn how to be prepared for surprise presentations and questions.



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