



**2020**

## **The Year of Community Investment**

September Newsletter



2020 continues to affect the economy. Continuously changing market demands have left many small businesses struggling. Take time this fall to invest in yourself and your business. Join us for our FREE classes designed to give you the tools you need now.



## **3**RAPTORCONSULTING

### 2020 The Year of Community Investment September Calendar

September 1 How to Interview Potential Staff

September 3 Budgeting

September 8 Practical Time Management

September 10 Online Portfolios

September 15 Master Excel Part 1

September 17 Master Excel Part 2

September 22 Using Canva

September 24 Showing Customers & Staff Gratitude

September 29 Successfully Working with a Mentor

All classes are FREE. Join us every Tuesday and Thursday at 9:00 am Central on Facebook.



### 5 Marketing Tips to try now

1. Create content which clearly shows your expertise. Use your subject matter expertise to create valuable content which will not only highlight your skills but also set you apart from your competition.
2. Increase your credibility by implementing a growth mindset. Continuously learn more about your area of expertise. Share your new knowledge with your clients.
3. As content begins to show your expertise your audience will develop trust in your ability to solve problems. As this trust grows, they will turn to you for solutions.
4. Create content which adds to the current knowledge in your area. Don't waste time developing new ideas or theories. Instead, use your knowledge to add to what already exists. Your content should provide a new angle, perspective, or strategy which your audience will find valuable.
5. Your content should fill in the gaps. Review frequently asked questions and provide answers to these questions. Strive to provide answers others cannot.



September Book Club

Join us every Thursday  
in September at 6:30 pm  
on Facebook for a  
discussion

#### Reading Schedule

Sept 3 Introduction, Chapters 1 & 2

Sept 10 Chapters 3 - 5

Sept 17 Chapters 6 - 8

Sept 24 Chapters 9 & 10

Author of the #1 New York Times Bestseller *DARING GREATLY*

**BRENÉ BROWN**, Ph.D., LMSW

**THOUGHTS  
WAS  
JUST ME  
BUT IT ISN'T!**

Making the Journey from  
"What Will People Think?" to  
"Am Enough"



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## The 3Raptor Consulting Team