

Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time

## Getting Through A Seasonal Slump

All businesses go through seasonal slumps. A seasonal slump can best be described as a temporary period of time when business activities and sales decline due to a lack of demand. For some businesses or industries it may occur during the first quarter, others may experience it in the spring or summer months. Many businesses, especially busi-

ness-to-business service providers go through a seasonal slump during the Thanksgiving and Christmas holidays. For new business owners this can be a very scary time and experience.

When business slows down and cash flow decreases business owners often react in two common ways: they either pull back cutting all expenses or they launch a very expensive (and often unsuccessful) advertising campaign. Both scenarios are high-risk approaches that could cost you everything.

How can you get through a seasonal slump? Think network, review and plan. The Christmas/New Year's holiday season is one of the best times of the year to network. Holiday cards,

calendars, give-aways, coupons, year-end specials and events offer many unique opportunities to market to existing customers and reach new prospects.

Next, review your accomplishments, goals, marketing, operations, etc. Identify what is working as well as areas that need to be improved. Clean your office. Update your computers and software. Repair or replace broken equipment. Get organized and look for ways to improve or streamline processes. Purge your email files and hard copy files. Update your contact list. Update your website.

Planning and preparation are crucial in business. Use the downtime to strategize goals for the next year. Prepare a marketing campaign and launch it early in January. Develop new or additional ways to increase your sales and productivity. Look for opportunities to diversify your customer base. What can you do or implement now to prepare your business for the next seasonal slump?

Remember, a seasonal slump is temporary. When business picks up you will be organized, in control and positioned for greater success. **eye ON**

### 5 Ways to Master a Seasonal Slump

1. Continue marketing: network, advertise a year-end special, create publicity
2. Review your successes and identify areas for improvement
3. Organize and purge
4. Plan and prepare goals for the coming year
5. Take time for yourself and family



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Contact Elisabet Mateos at 512-736-2557 or via e-mail at [emt@emtweb.net](mailto:emt@emtweb.net).

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### Businesses Position to Ride the Star

The face and landscape of Leander is changing fast. In 2006, our small city notably rose to "hot" status drawing attention from investors out of every corner of the state and country. In response, the City and Chamber launched a highly successful bus tour for visiting investor groups. The new rail system, scheduled to open spring of 2008, was featured on PBS as a model for future rail systems throughout the world. Numerous construction projects are in various stages of completion signaling the growth of Leander is officially upon us. These include a new City library, Fire Station 2, the HEB Plus complex, office and retail space, and Leander's medical row on Crystal Falls Pkwy. (between Hwy. 183 and Bagdad). Home-based entrepreneurs and small business owners are positioned to ride a great economic boom on the rising star of Central Texas™—the City of Leander.

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All groups meet Dec. 5 for *Get Your Holiday Spirit On Open House* (11 AM – 1 PM)  
**Next Business Circle Meeting is Jan. 11, 2007 – 8:30 AM**

POSTAL CUSTOMER

*What's the buzz? Leander takes a pro-active role in economic development, starting with YOU!*

**Start networking your way to success in Leander!**

Call 512-528-2852 or 512-259-1907 to learn about Leander's networking opportunities and which one(s) may be a good fit to promote your business.

*Introductions  
 Business News  
 Lead Generation*

**Special Guest Speaker Jan. 11**  
**Topic - Trade Show Tips**



**COMING FEB. 24, 2007**  
*Leander's First Annual Community  
 Business Showcase* at the Leo Conference Center  
 For more information call 512-259-1907

Co-sponsored by the  
 City of Leander and  
 the Greater Leander  
 Chamber of Commerce



**Leander Business Circle  
 Offers FREE Local Networking**

The City of Leander and the Greater Leander Chamber of Commerce co-sponsor a free monthly network meeting for local home-based entrepreneurs. Business owners with offices or store fronts and large primary employers are welcome to attend as associate members and are encouraged to sponsor the Business Circle. Members and associate members are now being added monthly to our web site. If you have attended a meeting within the last six months please check that your information is accurate. Call 512-528-2852 or 512-259-1907 for more information. *Join us in 2007! Thurs., Jan. 11 at 8:30 AM in the Pat Bryson Hall (201 N. Brushy Street).*

**Business Resources**

**Williamson County Clerk's Office**  
 Assumed Name DBA filing  
 (512) 943-1515

**Small Business Development Center**  
[www.business.txstate.edu/sbdc](http://www.business.txstate.edu/sbdc)  
 512-716-4826

**SCORE**  
**Service Corps of Retired Executives**  
[www.scoreaustin.org](http://www.scoreaustin.org)  
 512-928-2425

*Your Business Neighbors*

Business Name	Service/Product	Contact
BASIC Home Shopping	Personal Home Shopper	512-818-6581
BASIC Investment Group, Inc.	E-Commerce	512-576-5494
Café Latte	Restaurant & Catering	512-260-0072
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Graphic Design, Marketing, Copy Writing	512-260-7886
Dragonfly Design	Custom Stained Glass	512-260-0473
EMTWeb.NET	Web Design	512-736-2557
Isagenix	Health & Wellness	512-260-1870
Leander Realty	Real Estate	512-259-9119
Personal Best	Home-based Business Opportunities	512-260-1870
Sanders, Laura R.	Mary Kay Consultant	512-663-3795
Texas Family Mortgage, LLC	Home Loans	512-402-8324
Together We Make A Difference	Employment Services	512-931-2900
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
VGC Enterprises	Vinyl Signs/Banners/Decals & Concessions	512-689-5123
White Star Farm	Pecan Sales, Harvesting & Gift Items	512-260-5074
WSI Marketing Solutions, Inc.	Internet Marketing	512-535-5024

This list is a sampling of home-based and small businesses that service Leander. For more business services visit our web site at [www.leanderbusinesscircle.com](http://www.leanderbusinesscircle.com).

**eye ON**  
**Leander**  
 Monthly Guide to Small Business in Leander, TX

© 2006. Eye On Leander is the Leander Business Circle's monthly publication. For comments, questions or submissions contact one of the following sponsors or editorial director.

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