

The Walgreen's store at Crystal Falls Pkwy. and Baghdad Rd. consistently outperforms other Walgreen stores within Central Texas.

(Stanberry Commercial, Mar. 2007)

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

Create a Niche Market for Your Business

Every business has a niche market. Some have multiple niches. A niche is a special area of demand for a product or service. Not all beauty salons, for example, are created equal in price, customer service, convenient location and hours, scheduling, stylist expertise and so on. The same is literally true for all businesses; web design, marketing consultants, hardware stores, attorneys. The list goes on.

Marketing to both your general and niche markets is a smart business and marketing strategy. You cannot expect to start a business with millions of world wide competitors (via the Internet), hundreds or thousands of regional competitors and a dozen or more local competitors, and instantly, or easily, gain a fair market share without creating a niche market.

Identifying or creating a niche means digging deeper into what sets your business, product or service

apart from the competition. The typical marketing question is "Why would I buy from you instead of Company X?" Your answer will likely just scratch the surface and match what many competitors could claim. This is where you dig deeper. Look at your location, hours of operation, years of experience, price point, friendly staff, response time to customer inquiries or processing orders, the quality of your product or delivery of your service, personalized attention, and so on.

For example, marketing easy access to your business from a major road or highway is a niche that should drive traffic and make sales soar. If

“every business has a niche market”

you are the only video store in your area play it up. If your video store carries a large selection of hard to find movies in VHS format and stays open until midnight, those are two more niche markets. Being a new wholesale supplier in a regional area is big news locally as well as regionally, creating multiple niches for your business overnight. Claims of being the first, the only one or the original are unique niche selling points that no one else can (legitimately) claim.

Do not wait for your industry or market to become saturated to identify and market your niche. Start now. Work both your general market as well as your niche market to develop a solid foundation for success so you can survive when competition does heat up. As your business grows or your industry changes so will your niche opportunities grow and change. **eye ON**

Leander Promotes Entrepreneurs

Central Texas is a buzz with entrepreneurs. Just count the number of vehicles you see daily advertising their businesses, or attend one of the many local area network meetings. From the local cafe to a home-based house cleaner or sign maker, entrepreneurship is thriving in Leander and surrounding communities.

If you are an entrepreneur in Leander (or its surrounding communities) the City of Leander and the Greater Leander Chamber of Commerce invite you to join the Leander Business Circle for FREE monthly networking. Call 512-528-2852 or 512-259-1907 for more information.

Leander Business Circle Meeting Schedule

May 10, 2007

FREE Networking

June 12, 2007

Guest Speaker

FREE Networking

Pat Bryson Hall (201 N. Brushy Street)
8:30 -10 AM

Call 512-528-2852 or 512-257-1907

en•tre•pre•neur n.

A person who organizes, operates, and assumes the risk for a business venture

See our Entrepreneur Business Members, p. 3

Support Leander's economic development by supporting its local entrepreneurs.



White Star Farm
512-260-5074

"Pecans, here. Get your Hill Country Pecans in Leander."

"White Star Farm is one of Leander's best kept secrets. It is a working pecan orchard located in the heart of Leander," says Kirk Clennan, Leander's Economic Development Directory. White Star Farm is both a grower and retailer of some of the best tasting and top quality pecans available in the Hill Country. They also offer specialty pecan products like Kinloch Pecan Oil, New Mexico Pecan Soap and a private labeled Roasted Pecan Syrup. The retail operation is open 3-7 PM daily during pecan season, (Oct. to Dec.). Pecans are a favorite fall and holiday gift item. Shopping is available by appointment the remainder of the year. Tours are available year round by appointment.



To learn more about White Star Farm, purchase pecan products or to schedule a tour, contact owner Richard Luttrell at 512-260-5074 or via email at whitestarpecans@aol.com.

Scrapbooking, the New Secret to Success

That may seem like an odd title but according to entrepreneur Trish Beach, owner of Gabby's Crafts, a scrapbook and craft store, that's her motto and she's sticking to it. "Scrapbooking is everywhere. It's more than a hobby and we're seeing it cross over into every aspect of American life, even Corporate America" says Beach.

After watching the much talked about movie *The Secret*, released in 2006, Beach had a vision and created Gabby's Crafts Vision Boards™. These vision boards, also called prayer and goal boards, help you attract what you truly want in your life—success, health, family, etc. Instead of preserving memories, they are used to create new ones. Gabby's Crafts Vision Boards™ come with everything you need to get started. "Using scrapbook paper and embellishments our vision boards are more than functional, they are decorative too," says Beach.

For more information about scrapbooking, vision boards and workshops call Trish Beach at 512-786-9615.

Create something to talk about
with
Gabby's Crafts
Great fun for B-day Parties,
Bridal & Baby Showers,
Reunions, Team Building
and so much more!

1000s of popular & hard to find items
Gabby's Crafts Vision Boards™
Earn Rewards Points
Workshops and more
Order online 24/7

FREE
Local Delivery

512-786-9615
www.GabbysCrafts.com

Business Circle and Eye On Leander™ a Success

The Leander Business Circle is successfully bridging the gap between local entrepreneurs and Leander consumers. With the launch of its business newsletter in 2006, *Eye On Leander™*, Leander's entrepreneurs are getting a helping hand in publicity, networking and business resources.

To learn more about doing business in Leander or to locate business resources in Leander call 512-528-2852 or 512-259-1907.

Seeking Leander Angels

That's right. We're looking for angels in Leander, the kind most often referred to as angel investors. Leander is a heavenly place to do business. The entrepreneurial community may afford a divine opportunity. For more information about investment opportunities in Leander call 512-259-1907 or email contactus@leandercc.org.

Frost Bank
BUILDING LONG-TERM RELATIONSHIPS IN LEANDER.

Jason Pilant (512) 473-4309 Relationship Banking Officer	Kathy Estes (512) 473-4952 Senior Vice President
---	---

10915 PECAN PARK BLVD. • AUSTIN, TX 78750
www.frostbank.com

Your Business Neighbors

Business Name	Service/Product	Contact
A New Leaf	Full Service Florist	512-259-7800
Antalek Studios	Unique Sewing Creations	512-924-9509
Anytime Fitness	24 Hr Co-ed Fitness Center	512-259-9797
Arbonne International	Pure Swiss Skincare Products	512-635-4416
BASIC Home Shopping	Personal Home Shopper	512-818-6581
Bassari Engineering Svcs, PLLC	Civil Engineering, Land Development	512-630-6184
Bothne Engineering	MEP Engineering & Design	512-259-8781
Bushkuhl, Michael J., CPA, PC	Accounting, Tax Returns, Consulting	512-260-3362
Café Latte	Restaurant & Catering	512-260-0072
CES Embroidery	Embroidery	512-259-4480
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Graphic Design, Web Solutions, Marketing	512-260-7886
Dillo Construction	Remodeling, Additions, Gen. Construction	512-350-1084
Dragonfly Design	Custom Stained Glass	512-260-0473
EMTWeb.NET	Web Design	512-736-2557
Fisher, Rebecca A., CPA	Accounting, Tax Returns	512-259-7831
Fountain's Pressure Washing	Pressure Washing	512-986-5815
Fuel Freedom International	Save \$ on Gas and Diesel	512-260-7373
Gabby's Crafts	Scrapbook/Craft Store and Classes	512-786-9615
Gen-Tech	Generator Service/Sales - RV & Portable	512-657-7811
Hill Country Doodles	Childrens Art Education Services	512-535-0870
Hill Country Lactation Consultant	Lactation Home Visits & Equip Rental	512-630-1863
Isagenix	Health & Wellness	512-260-1870
Kingdom Kids	Christian Learning Center ages 0-5	512-260-6707
Julianna's Performing Arts	Dance Studio, Lessons, Classes	512-260-1972
Leander Realty	Real Estate	512-259-9119
Millennium Business Exchange	E-Commerce	512-745-9697
Mod Cat Design	Web Design	512-619-8911
PDME	Office Supplies	512-335-7173
Personal Best	Home-based Business Opportunities	512-260-1870
Photography by Maggie	Fine Art Portraiture & Other Photo Services	512-834-7860
Pony Stitch Embroidery	Embroidery	512-913-9256
PostNet	Packing, Shipping and More	512-637-6080
Promotional Product Speciality	Pens, Calendars, Mugs and More	512-913-7693
Rhino Environmental Services	Janitorial Supplies & Services	512-748-8805
Rock Chiropractic West	Chiropractor	512-259-9922
Slumber Parties, Inc.	Ladies Night Out, Romance Enhancement	512-905-9335
Smith, Lee Lane, LLP	Immigration Law	512-502-0303
Texas Custom Homes	Contractor	512-775-7236
Texas Family Mortgage, LLC	Home Loans	512-402-8324
The Beauty of Concrete	Decorative Concrete	512-731-9290
The CarPool Car Wash	Car Wash	512-663-8796
Together We Make A Difference	Employment Services	512-931-2900
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
Urban Dawgy	Dog Training	512-577-0562
VGC Enterprises	Vinyl Signs/Banners/Decals & Concessions	512-689-5123
Webb's Custom Cabinets & Carvings	Custom Cabinets	512-801-7708
White Star Farm	Pecan Sales, Harvesting & Gift Items	512-260-5074
WSI Marketing Solutions, Inc.	Internet Marketing	512-535-5024
Yen Acupuncture & Herbal Clinic	Acupuncture	512-260-1710

See more business services and resources at www.LeanderBusinessCircle.com.

Business Classes Available

The Leander Business Circle is pleased to announce its two new business classes sponsored by Rural Capital Area Texas Workforce. Classes cost \$20 each and will be held at the Leander Public Library. Call 512-259-1907 for more information. Registration required. Seating is limited.

June 22, 2007	HR Bootcamp 101	8:30-10:30 AM
Sept. 21, 2007	Customer Service	8:30-10:30 AM

Business Resources

Williamson County Clerk's Office

Assumed Name DBA filing
(512) 943-1515

Small Business Development Center

www.business.txstate.edu/sbdc
512-716-4826

SCORE

Service Corps of Retired Executives

www.scoreaustin.org
512-928-2425

The Better Business Bureau of Central and Southern Texas

www.centraltx.bbb.org
(512) 445-2911



Promote your business to Leander. We make it easy. Call 512-259-1907.

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

Distribution: Over 14,000 in Leander

© 2007. Eye On Leander™ is the Leander Business Circle's bi-monthly business publication. For comments, questions or submissions contact one of the following sponsors or editor.

Kirk D. Clennan, CEcD 512-528-2852
Dir., Economic Development kirk@ci.leander.tx.us
City of Leander www.ci.leander.tx.us
200 West Willis St.
Leander, TX 78641

Mary E. Bradshaw 512-259-1907
Executive Director contactus@leandercc.org
Greater Leander www.leandercc.org
Chamber of Commerce
103 N. Brushy St.
Leander, TX 78641

Editor & Art Director 512-260-7886
Gabrielle Melisende [info@](mailto:info@destinationgraphix.com)
Destination Graphix destinationgraphix.com
P.O. Box 618 www.destinationgraphix.com
Leander, TX 78646

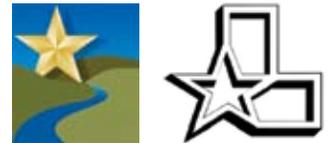
Join the Leander Business Circle for **FREE Business Networking**
 Next two meetings: **May 10 and June 14, 2007 - 8:30 AM**

findITfast

Create a Niche Market..... 1
 Meeting Schedule 1
 Business Spotlight2
 Seeking Leander Angels....2
 Business Directory.....3
 Business Classes3
 Business Showcase.....4

Want to promote your Business to Leander?

The Leander Business Circle offers advertising sponsorships to promote your business to Leander residents and businesses. Call 512-259-1907 for sponsorship information and availability.



The Leander Business Circle is co-sponsored by the City of Leander and the Greater Leander Chamber of Commerce.

You're Invited! Sat., May 5, 2007 to Leander's First Annual Business Showcase. FREE Admission!

Leander's 1st Annual Business Showcase
Sat. - May 5, 2007
Open to the Public **9AM - 2PM** *Admission is FREE!*
discover new local services,
shop for favorite products,
win cool prizes, and more . . .
Leander High School Commons
3301 S. Bagdad Rd. • Call 512-259-1907 for more information
Over 40 Vendors!
 Co-sponsored by the City of Leander & the Greater Leander Chamber of Commerce

Do You Have an Eye On Leander™ Success Story?

If so, we want to hear from you! Has *Eye On Leander™* helped you grow your business? Has *Eye On Leander™* helped you find local services or products? Submit your *Eye On Leander™* success story today by mail, phone, fax or email.

Eye On Leander™ Success Stories
 c/o Greater Leander Chamber of Commerce
 P.O. Box 556
 Leander, TX 78646
 phone 512-259-1907 / fax 512-259-9114
 email: contactus@leandercc.org

Starting a Business?

See *Business Resources*, p. 3