

# The AllCity Voice

Quick Tips Small Business Owner

November 2010

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## *Even Crazy Problems Deserve Your Attention*

*A complaint was received by the Pontiac Division of  
General Motors:*

"This is the second time I have written you, and I don't blame you for not answering me, because I kind of sound crazy, but it is a fact that we have a tradition in our family of ice cream for dessert after dinner each night. But the kind of ice cream varies so, every night, after we've eaten, the whole family votes on which kind of ice cream we should have and I drive down to the store to get it. It's also a fact that I recently purchased a new Pontiac and since then my trips to the store have created a problem. You see, every time I buy vanilla ice cream, when I start back from the store my car won't start. If I get any other kind of ice cream, the car starts just fine. I want you to know I'm serious about this question, no matter how silly it sounds: 'What is there about a Pontiac that makes it not start when I get vanilla ice cream, and easy to start whenever I get any other kind?'"



The Pontiac President was understandably skeptical about the letter, but sent an engineer to check it out anyway. The latter was surprised to be greeted by a successful, obviously well-educated man in a fine neighborhood. He had arranged to meet the man just after dinner time, so the two hopped into the car and drove to the ice cream store. It was vanilla ice cream that night and, sure enough, after they came back to the car, it wouldn't start.

The engineer returned for three more nights. The first night, the man got chocolate. The car started. The second night, he got strawberry. The car started. The third night he ordered vanilla. The car failed to start. Now the engineer, being a logical man, refused to believe that this man's car was allergic to vanilla ice cream. He arranged, therefore, to continue his visits for as long as it took to solve the problem. And toward this end he began to take notes: he jotted down all sorts of data, time of day, type of gas used, time to drive back and forth, etc.

In a short time, he had a clue: the man took less time to buy vanilla than any other flavor. Why? The answer was in the layout of the store.

*Continued on page two – Crazy Problem*



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Vanilla, being the most popular flavor, was in a separate case at the front of the store for quick pick-up. All the other flavors were kept in the back of the store at a different counter where it took considerably longer to find the flavor and get checked out.

Now the question for the engineer was why the car wouldn't start when it took less time. Once time became the problem -- not the vanilla ice cream -- the engineer quickly came up with the answer: vapor lock. It was happening every night, but the extra time taken to get the other flavors allowed the engine to cool down sufficiently to start. When the man got vanilla, the engine was still too hot for the vapor lock to dissipate.

Moral of the story:

*Even Insane Looking Problems Are Sometimes Real.*

## TIPS

Wow. True or not, this story teaches a powerful lesson. Do you really pay attention to even the craziest of requests for help... or do you tend to blow them off?

Take your service to the next level and deal with any and all problems that come your way -- even when they seem to make no sense at all.

You may resolve some, and some may be actually bogus. Either way, you'll form lifelong relationships with the customers!

## SUCCESSFUL SMALL BUSINESSES

About 80% of the successful small retailers had written business plans compared to 35% of the unsuccessful ones.

Successful owners were also more likely to get information for themselves from professional journals and newsletters. Unsuccessful owners relied more on bankers, CPAs, lawyers, suppliers, and customers for information.

Source: LuAnn Gaskill, Iowa State University



## Letter from CEO – Steven Lebow

In the past several years we have seen the US Government bailout Wall Street, the auto industry, the insurance industry and the banking industry. We were all told that these industries were too big to fail and our government needed to step in to avoid a major collapse of our economy. I am not smart nor qualified enough to know if this is correct or not. What I do know is that according to noted author Robert Longley ". . . firms with fewer than 500 employees -- drives the U.S. economy by providing jobs for over half of the nation's private workforce." I don't see the government rushing to assist the group that accounts for over 50% of the private work force. My point is not that government should or should not assist us. My point is that we need to look to ourselves and outside the box to create opportunities.



Given the fact that WE are responsible for such a great part of our economy, and being a small business owner, I decided to try and do my part for the small and home-based business owner, hence **AllCity Chamber of Commerce**.

**AllCity Chamber** is a Chamber of Commerce dedicated to supporting small businesses through building relationships. Unlike other chambers and networking organizations that charge membership dues, we offer a **FREE Lifetime Membership**. We **never** charge for dues or a fee for attending an **AllCity Chamber Business Networking Event**.

I would encourage all of you to attend our networking events. Learn with your fellow entrepreneur does. While you might not have a need for their service you may know someone that does.

This is a tough economy. Each one of you should take a moment and pat yourselves on the back. Your still here. Maybe by the skin of your teeth, but **YOUR STILL HERE!**

Remember, the politicians have lobbyist to keep their interest going, all we have is each other! Play it forward, it WILL come back.

P.S. OK, I know it is time for a new head shot. It's coming. LOL

## GOD WAS BUSY

A college professor, an avowed atheist, was teaching his class. He shocked several of his students when he flatly stated he was going to prove there is no God. Addressing the ceiling he shouted: "God, if you are real, then I want you to knock me off this platform. I'll give you 15 minutes!"

The lecture room fell silent. You could have heard a pin fall. Ten minutes went by. Again he taunted God, saying, "Here I am, God. I'm still waiting."

His countdown got down to the last couple of minutes when a Marine just released from active duty and newly registered in the class walked up to the professor, hit him full force in the face, and sent him head over heels from his lofty platform. The professor was out cold! At first the students were shocked and babbled in confusion. The young Marine took a seat in the front row and sat silent. The class fell silent...waiting.

Eventually, the professor came to, shaken. He looked at the young Marine in the front row. When the professor regained his senses and could speak he asked: "What's the matter with you? Why did you do that?"

"God was busy. He sent me."



## GOD BLESS THE USA

### On The Lighter Side

#### The Boss Moral

A sales rep, an administration clerk and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out in a puff of smoke. The Genie says, "I usually only grant three wishes, so I'll give each of you just one."

"Me first! Me first!" says the admin clerk. "I want to be in the Bahamas, driving a speedboat, without a care in the world." Poof! She's gone.

In astonishment, "Me next! Me next!" says the sales rep. "I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of pina colodas and the love of my life." Poof! He's gone.

"OK, you're up," the Genie says to the manager. The manager says, "I want those two back in the office after lunch."

**Moral of the story:** Always let your boss have the first say.



#### NOTE FROM EDITOR:

We would like to spotlight a Chamber members business. If you have a unique or interesting product or service please contact Steven Lebow at [steve@allcitychamber.org](mailto:steve@allcitychamber.org)



**November 2, 2010**  
**West Hollywood AllCity Chamber Business Networking Event**  
Event starts at **6:00 pm**.

This event will take place at 6:00 PM at the Ramada Inn, 8585 Santa Monica Blvd, West Hollywood, CA 90069.... We'll see you there!

**November 3, 2010**  
**Irvine FREE Chamber Business Networking Event**  
Event starts at **6:00 pm**.

This event will take place at 6:00 PM at the Dave & Buster's, 71 Fortune Drive, Irvine, CA 92618. Hors d'oeuvres and drinks will be served.... We'll see you there!

**November 4, 2010**  
**Palm Springs AllCity Chamber FREE Business Networking Event**

Event starts at **5:30 pm**.  
The event will be hosted at Wang's, 424 S Indian Canyon Dr Palm Springs. Hors d'oeuvres and drinks will be served.... We'll see you there!

**November 5, 2010**  
**San Diego FREE Chamber Business Networking Event**

This event will take place at 6:00 PM at the Mission Valley Resort San Diego, 875 Hotel Circle South, San Diego, California 92108.... We'll see you there!

RSVP for a Networking Event [Here!](#)

"Are you running at 80% capacity? If not, contact Steven Schindler and ask him how he can get you more customers and income, [stevens@allcitychamber.org](mailto:stevens@allcitychamber.org)."

**Join FREE Today!**

Become a Member. [Click Here to Register](#)

# Power of Copywriting Tips

By Camon Woo

Becoming good at copywriting requires learning a few important methods. The tips below will really help you in your copywriting venture.

Writing sales copy can be downright hard when you don't know the ins and outs of it. You will have an easier time if you include your prospect with your writing. If your copy is too distant from the prospect, then it becomes difficult to convince him/her. So if you can get them to come along with what you've written, they'll respond to it better. But just how to pique their curiosity and get them involved with what you've written? All you have to do is ask them a few questions. This will make your copy seem much more sophisticated. You'll want to be positive in your questioning, but you'll simply be asking them about the problems they're having.

They must be able to answer affirmatively with every question you throw at them. This subconsciously prepares your prospect to say yes when the time comes to actually purchase the product.

You should add an immediacy factor to your sales copy so that you can improve sales and conversions. In other words, bring out a scarcity for your product, and show your prospects that they need to buy the product right away or else they'll lose an opportunity. Humans have it built inside of us that we respond to things that are urgent by acting right away. In a way you are telling your buyers that they need to get your product immediately. Apart from that, you will be allowed to be separate from the rest of your competition. Your prospect would be encouraged to take the appropriate action because they would feel the importance of the moment. It would be good for you to give your buyers the message that your product distribution is limited and they would best act now. You can inform them that the offer for the product is soon to be removed and that the product is limited in supply. There are a number of ways you can approach this, just think out of the box and be different. Telling them that if they want the product at the current low price then they will have to buy now as the price is soon to increase is another good strategy.

*Continued on next column –*



Conjure up a strong idea that would get them to act immediately

The more white space you have between your small paragraphs, the better your sales copy will be. Your copywriting needs to be neat and clean while it convinces your prospect to purchase what you're selling at the same time. When you're writing your copy, write no more than five lines for each paragraph and then separate your paragraphs with plenty of white space. You will find that people will respond to it better. This will make it so that people can just look over your copy and they'll understand it completely. It's best not to use heavy vocabulary when writing your copy because you may turn your readers off. Keep it as easy to read as possible and make sure even a fifth grader can see the product's perks. You need to make sure your copy remains simple to comprehend. Overall, once you understand copywriting there is no looking behind, but it will take some time to perfect.

## Imagination

Seeing all possibilities, seeing all that can be done, and how it can be done, marks the owner of imagination. Your imagination stands as your own personal laboratory. Here you can rehearse the possibilities, map out plans, and visualize overcoming obstacles. Imagination turns possibilities into reality.

We are told never to cross a bridge till we come to it, but this world is owned by those who have "crossed bridges" in their imagination far ahead of the crowd.

~ Speakers Library

**Don't Forget Our National Partner:**

**Being a AllCity Chamber member you receive:**

**Office DEPOT.**  
*Taking Care of Business*



Receive 15% 50 top selling items  
Receive 15% off 10 items YOU choose  
Other benefits.

Contact Steven Schindler at the Chamber for more information.

*Shhhhhhhhhhhhh. It's a secret.  
Look for the announcement of our national partner next month. It's a biggie!*