

Quick Tips and Tools: Productivity Hints and New Media

Key Success Factors for Small Business in the 21st Century

Fred Castaneda
28 February 2008

Discussion Topics

- Productivity for the Small Business Owner
 - Top challenges
 - Avoid being Overwhelmed
 - ***Personal Productivity*** is the key
 - Productivity Resources & Productivity Tip
- New Media and Podcasting for Small Business
 - Importance of New Media for Small Business today
 - Podcasting for Small Business: key marketing tool
 - How Small Business can leverage Podcasts
 - Podcasting Resources for Small Business

Top 3 Challenges for Small Business

- Funding – Financing – Capitalization
 - “Not enough money to survive, let alone to Grow...”
- Resources for Entrepreneur or Small Business
 - “*Where are they?*”
 - Fee vs. Free: “...not another ‘consultant!’”
- ***Becoming Overwhelmed***
 - Too much to do and not enough time...
 - “But it’s only me...(almost)...”
 - Delegate or Outsource?... may not be an option

White Paper: Challenges Facing the Struggling Entrepreneur

Lessons Learned and Resources For Your Success

Free Podcast and White Paper: Addressing the Issues Facing the Struggling Entrepreneur

August 26th, 2007

SUMMARY VERSION:

Welcome to this free whitepaper titled *Addressing the Issues Facing the Struggling Entrepreneur* . This located on the web site of *The Struggling Entrepreneur* .

Click Here to **download** the free white paper (a document in *pdf* file format version)

Click Here to **read** the free whitepaper (on a web page within your browser-text content)

Click-to-play the whitepaper as an audio **podcast** episode, or select to download the mp3 file (with the player, below).

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White Paper: Challenges Facing the Struggling Entrepreneur



STRUGGLING ENTREPRENEUR
Lessons Learned and
Resources For Your Success

Addressing the Issues Facing the Struggling Entrepreneur

Welcome, and you're listening to *The Struggling Entrepreneur*, the podcast where we address the challenges that you face when you're a struggling entrepreneur, and where we try and assist you with experienced and successful small business owners who share their lessons learned, as well as resources to help you become successful.

This is Fred Castañeda, your host. Welcome.

This is the summary version of the topic, "Addressing The Issues Facing The Struggling Entrepreneur." The full version, which contains the detailed discussion of these ten issues that face the struggling entrepreneur, is located on the website of www.StrugglingEntrepreneur.com. Look for the "Entrepreneur Tip" in the left-hand navigation bar and you'll be able to get the podcast version or the white paper.

Avoid Being Overwhelmed

- **Resources do exist to help you**
- **Traditional Resources for Personal Productivity**
 - “Publishing Machines”: more books, CDs, etc.
 - Training Seminars
 - Onsite Productivity Consultants
- **New Areas: New Resources in Personal Productivity**
 - Internet Whitepapers, Webinars, Teleseminars, Quick tips, etc.
 - Seminars delivered via new channels of communication
 - **PODCAST** channel or other Social Media channels
- **Case in Point: *Gain Control of Your Day***
 - Accomplish More Tasks and Goals...
 - In Less time...
 - With Better Quality
 - And Reduced Stress

Key Productivity Challenge: Overcoming Procrastination

- WSJ: Over 34% of your **day** is wasted
- AMA: Over 200 hrs./yr. are wasted
- ***Procrastination*** is a key culprit
- Why do we Procrastinate?
 - Task or Activity is “distasteful” (You don’t want to do it!)
 - Situation is new to you (i.e., apprehension)
 - Don’t know where to start (tools & skills needed)
 - “Perfectionist” (“You don’t need the other 20% to begin executing”)
- Quick tip: **Overcoming Procrastination**
because task is “distasteful”

Productivity Hint: How to Overcome Procrastination



How to Deal with (and overcome) Procrastination

Gain Control of Your Day
Tools and Techniques for Personal Productivity

**A Productivity Hint:
How to Deal with (and Overcome)
*Procrastination***

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Thank you for choosing to receive this whitepaper from the specialists of
Personal Productivity at *Gain Control of Your Day*.™

New Media and Podcasting

**How They Can Add to Your
Business**

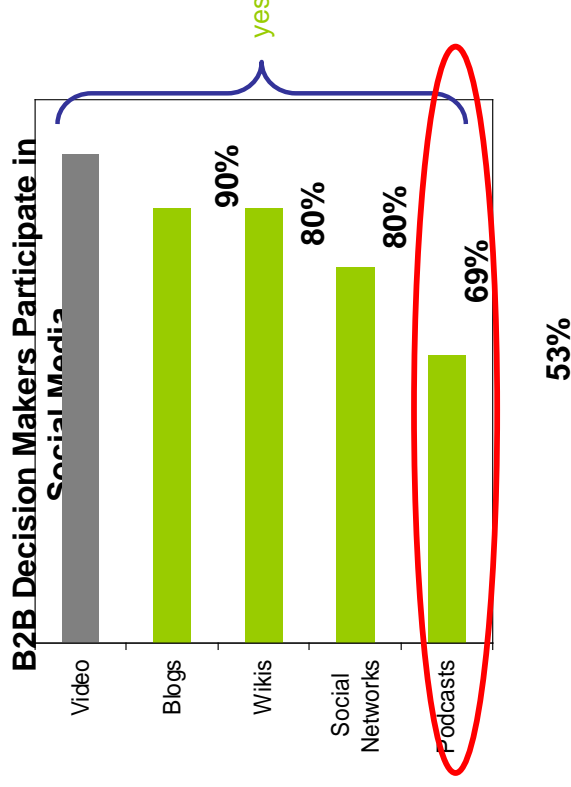
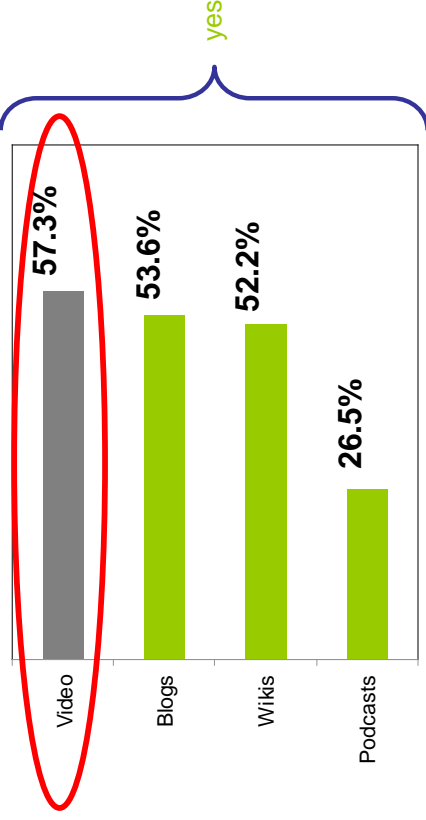
**Fred Castaneda
28 February 2008**

Video and new media are critical channels to reaching decision-makers and prospects

- In certain markets, moving from text to multimedia white papers is **no longer a luxury**.
- eMarketer reports that online video consumption in the U.S. alone will grow by 28% to **157 million viewers by 2010**.

eMarketer Report, 2007

Social Media Influence B2B Purchase Decisions

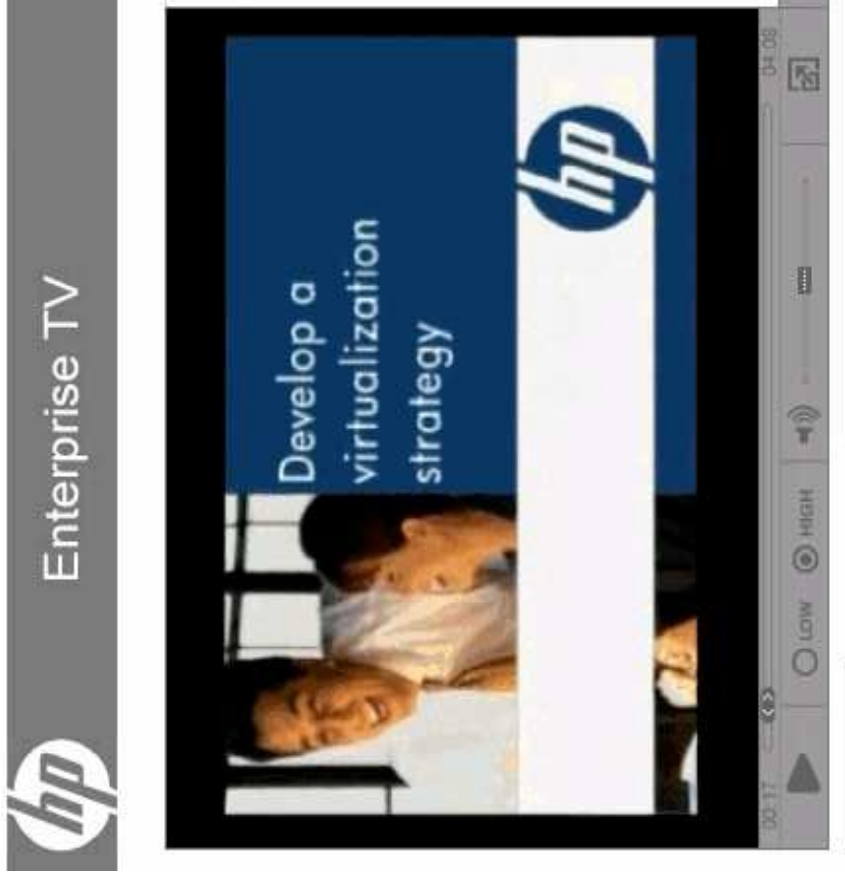


- 69% are consuming **podcasts** (aka “Internet Radio Show”)
- 22% are viewing **webcasts** and 34% are viewing **videos**
- Note: 31% are using the “**send to a friend**” option to share information with colleagues

eMarketer Report “Internet Video Audience,”
12/2006

Companies realize the power of New Media

Hewlett-
Packard



Oracle



Reports of Podcast Growth in Business

eMarketer
THE FIRST PLACE TO LOOK

Market Research on E-Business and Online Marketing
Objective Analysis of Internet Market Trends
Data from Over 3,000 Worldwide Sources

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B2B Marketing Online: Business Meets Social Media

Summary | Table of Contents | Sources

Last year was the first time trade shows—or “face-to-face” media—surpassed business publications in share of total revenue. The emphasis on socialization—and social media—is growing for digital media firms.

Price: \$995.00

ADD TO CART

eMarketer
THE FIRST PLACE TO LOOK

Podcasts Aren't Just for Young Nerds

FEBRUARY 16, 2008

Many narrowcasts, many different audiences.

They don't all listen to the same programs, they don't all use iPods, and they don't all come from the same background.

They are podcast users, and they defy clear-cut connections between usage and factors such as gender, age and income level.

Abitron and Edison Media noted a nearly even gender split between male and female US podcast users, but the gender split is more pronounced in the

SEA

- Market Research on E-Business and Online Marketing
- Objective Analysis of Internet Market Trends
- Data from Over 3,000 Worldwide Sources

eMarketer
THE FIRST PLACE TO LOOK

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Podcast Advertising: Seeking Riches in Niches

Summary | Table of Contents | Sources

The US podcasting industry continues to mature. The listening audience is increasing in size, and along that comes growth in advertising spending tied to podcasts.

The **Podcast Advertising** report analyzes the trends contributing to the growth of the podcasting audience and the ad dollars that are following.

By Paul Verna
January 2008

Effective Way to Market your Business:
An “Internet Radio Show” aka Podcast



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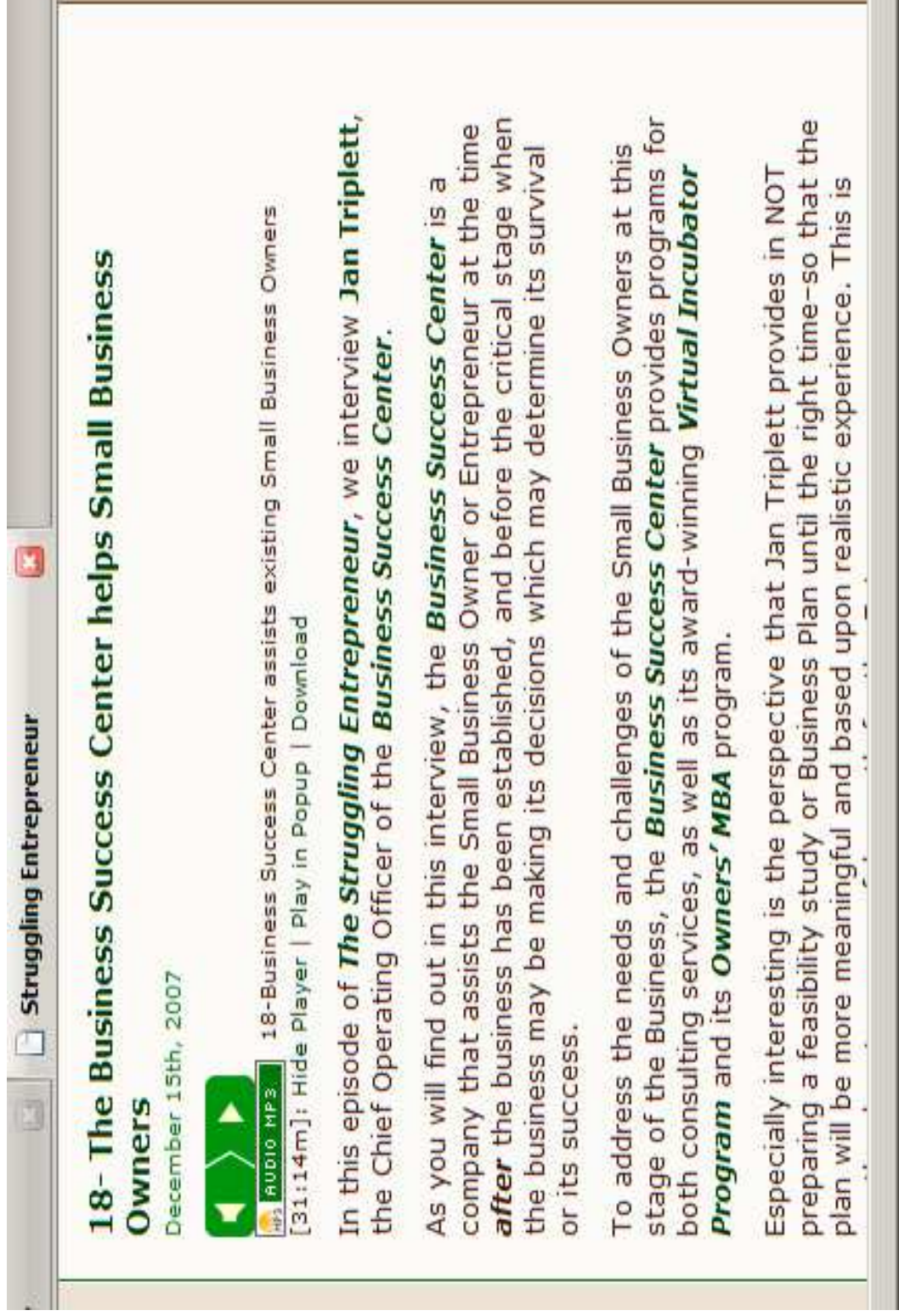
Podcasts Can be a Powerful Marketing Tool for Your Business

- Don't replace... *ADD* to your Marketing Mix
- Extend the *reach* to your Local audiences
- Integrate into your Marketing plans for National/International enhanced *reach*
- Use as a **free** marketing tool
 - Intimacy with your customers => Loyalty
 - Credibility with your prospects => Actionizers
 - Authority site for your Expertise, Service, etc.
- Plan to Monetize your Business podcast
 - Your messages and content are the key

Podcasting has a low cost-of-entry

- **Free**
 - Everything is on the web, and it's **free**
 - Your investment: only ***BST***
- **Minimal investment**
 - Low-cost but quality recorders, software & tools, etc.
- **Business investment: when you *monetize***
 - If video podcasts are your requirements
 - Sponsorships, Joint Ventures, Premium Content
- **Today: You can control your Media**
 - In the world of New Media and Social Media
 - Cases in point: Just like 1994 and the Internet...



Free Podcast for Small Business: Resources to Help Entrepreneurs



Struggling Entrepreneur

18- The Business Success Center helps Small Business Owners

December 15th, 2007

  18-Business Success Center assists existing Small Business Owners [31:14m]: [Hide Player](#) | [Play in Popup](#) | [Download](#)

In this episode of *The Struggling Entrepreneur*, we interview **Jan Triplett**, the Chief Operating Officer of the **Business Success Center**.

As you will find out in this interview, the **Business Success Center** is a company that assists the Small Business Owner or Entrepreneur at the time **after** the business has been established, and before the critical stage when the business may be making its decisions which may determine its survival or its success.

To address the needs and challenges of the Small Business Owners at this stage of the Business, the **Business Success Center** provides programs for both consulting services, as well as its award-winning **Virtual Incubator Program** and its **Owners' MBA** program.

Especially interesting is the perspective that Jan Triplett provides in NOT preparing a feasibility study or Business Plan until the right time--so that the plan will be more meaningful and based upon realistic experience. This is

Business Success Center is at <http://www.bscusa.com>

Podcast to Promote Entrepreneurs and Extend their Reach

- Local Austin Small Business...Feb. 2008

The screenshot shows a web browser window displaying a podcast player. The browser's address bar shows 'http://www.signguys.com'. The page features a header with the text 'STRAWLING ENTREPRENEUR' in large green letters, followed by 'Lessons Learned and Resources For Your Success' in smaller green text. To the left of the text is a cartoon illustration of a man in a green suit running while carrying a briefcase. To the right is a cartoon illustration of a man in a brown suit standing behind a wooden sign that reads 'lemonade \$1.00 50¢ 25¢'. Below the header is a section titled '29- MorSign Graphics- rebranding to The Sign Guys' with a date of 'February 15th, 2008'. This section includes a play button icon, an 'AUDIO MP3' icon, and a 'Download' link. The main content area contains a paragraph of text about an interview with Dick Brady, CEO of Mor Sign Graphics, Inc., and a concluding sentence about the company's re-branding. At the bottom of the page, there are several navigation and subscription links: 'Our Site:' with links for Home, About Us, Contact Us, Disclosure, and Privacy; 'Subscribe:' with RSS and iTunes IClick icons; a ZUNE icon; 'Comments RSS'; and 'Archives:'.

STRAWLING ENTREPRENEUR

Lessons Learned and Resources For Your Success

29- MorSign Graphics- rebranding to The Sign Guys
February 15th, 2008

[AUDIO MP3](#) [Download](#)

In this episode of *The Struggling Entrepreneur*, we have an interview with **Dick Brady**, who is the CEO and founder of **Mor Sign Graphics, Inc.**, a company dedicated to creating signs for other businesses. The signage business is an interesting one, as we see from the discussion—especially when the path to this business originated from retail audio (selling vinyl records and LPs) and the furniture and household goods moving business.

Mor Sign Graphics will be re-branding itself into **The Sign Guys** soon, as we are told by **Dick Brady**, a self-made entrepreneur and visionary for multiple small businesses.

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Podcast Resources for Small Business and Entrepreneurs

- **On the Internet:**
 - Free tutorials: Jason Van Orden- “How to...”
 - E-Books
 - Free Podcasts: *Podcasting for Business* on iTunes
 - *Plan, Produce, Publish & Promote your Business Podcast*
- **In Written material and books:**
 - *Business Podcasting Bible & Promoting Your Podcast*
 - *Podcasting Solutions*, 2 editions
 - *Podcasting for Dummies* (and its sequel)
- **Events and Seminars – both free and fee**
 - Podcamp (“unconference”) – free: San Antonio (3 May)
 - Social Media Telesummit – fee: Teleseminar (this week)
 - Podcast Secrets: -- fee: For monetizing podcasts (4 Apr)

Thank you for your Time & Interest

- **Summary**
 - Productivity for the Small Business Owner
 - Top challenges for the Struggling Entrepreneur
 - Need to avoid being Overwhelmed
 - Personal Productivity is the key
 - Productivity Resources & Hint: Procrastination
 - **New Media and Podcasting for Small Business**
 - Growth & Importance of New Media → Podcasting
 - Podcasting for Small Business: key marketing tool
 - Cases in Point – Low-cost Entry for Big Results
 - Podcasting Resources for Small Business

Questions?

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