

Produced by The Small Business Community Network (SBCN)  
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## Founders Message

By *Linda Ockwell-Jenner*

The SBCN is gearing up for September, when we look forward to our @MarketPlace Conference and the start of our regular monthly meetings again. For those of you who have been watching the London 2012 Summer Olympic games you have probably been supporting various athletes, some of which may have won medals. But whole teams of people have supported those Olympians in order to ensure they were able to follow their Olympic dream.

As one of the co-founders of the SBCN I know that without the help of our Ambassadors, and our volunteers throughout the year we could not be as effective as we are in our goal to help small business owners. In turn our members are also helping themselves by being proactive and attending the events we offer and inviting guests along whom they feel would benefit from the SBCN meetings. Whole teams are coming together for continued success in the world of the Olympians and the Small Business Community Network!

Even though the summer months are typically slow for business network groups, our membership has continued to grow. We have welcomed three new members, with more on the way. We have some exciting news to announce soon so look out for our September newsletter when we hope to share with you all!



Check out [TELUSTalksBusiness.com](http://TELUSTalksBusiness.com)

## Upcoming Events

**Monday September 17<sup>th</sup>** @MarketPlace Conference

**Monday September 19<sup>th</sup>** Monthly networking

visit [www.sbcncanada.org/events](http://www.sbcncanada.org/events) for more details

## Business Education Series

By Nikos Rentas

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"prepare yourselves for an entertaining day of valuable information, building connections and community!"

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Hope the tans are awesome and everyone had a great relaxing break. In my last article, I spoke about summer being the prelude to a great fall. A preparation through the summer should kick off a great September which revolves around one statement: "I should be tuning my connections and building the sales for September!" For the few that contacted me and asked for more information on this congrats! I have heard some great success stories and yes, for those few, September came early! To this tune I will announce my summer success story of **SATNERMobile.com**.

**LiveApp**, a new mobile app marketing tool, has been created by our local startup company SiliconW which privately launched in late July. LiveApp Designer Platform is a simple solution to create Apps on the fly that work with Blackberry, iPhones and Androids! The development of this system has enabled us to attract big players in the mobile industry! Innovation has never been easier with the support of our community and we thank you for this!

We like to thank our newest client: **Second Cup in Waterloo**. The marketing app is simple; Show the App and get the Deal! Please do download from the following link: [Second Cup APP](#) and share it with friends and co-workers. The app provides deals for the Waterloo Location and is a free app for everyone!

I am also happy to announce my presentation on mobile marketing at the @MarketPlace Conference in September. As the days are catching up to us, please do purchase your tickets and prepare yourselves for an entertaining day of valuable information, building connections and community!

For more information on LiveApp and Mobile Marketing please contact us via [SATNERMobile.com](#).

- Nikos Rentas, SATNER Corp.  
[www.satner.com](http://www.satner.com)



## How To: Twitter - I Do It My Way

By Linda Ockwell-Jenner

It's rare today to find someone who does not know what social media is. You can find me active on Facebook, Twitter and LinkedIn, but I do pop in and out of other sites now and then to keep an eye on what is going on. Luckily for me I enjoy multitasking and seem to survive hopping around on the above



three sites regularly and maintaining a presence.

I look after four accounts on Twitter: @LindaOJ, @sbcncanada (the Small Business Community Network), @YoungSBCN & @MarketPlaceConf. The @MarketPlaceConf account is only active with the run up to the conference, but the other three are active all the time. Maintaining an online presence and ensuring I connect, engage and enjoy using Twitter is an ongoing work in progress for me.

My four most important tips for Twitter:

#### **Connect with other Twitter users:**

- I follow users for different reasons depending on the account I am maintaining. A few of my lists include: twitter users who live local to me, small business owners, speaker bureaus, large corporations, teachers, students, health & wellness professionals, friends, and people I already know. When I first started out on Twitter many years ago the advice was to follow everyone back. I follow people back who do not spam me, who engage with me and interest me. Following everyone is a futile exercise, for me, as it is not about quantity, but about quality.

#### **Engage - maintain a conversation and get to know the users:**

- Following someone whether they follow you or not is of no use if you don't engage with them, get to know them, find out how you can help them. Conversation can differ depending on whom you are tweeting with. I offer information, tips, awareness, newspaper articles, business related news and I also find time to chat about everyday stuff such as shopping, or going on vacation.

#### **Reply - ensure replies are given after someone tweets me:**

- If someone tweets to you and you do not reply on occasion, that is OK, but on a daily basis it's as if you are ignoring those people you connected with. The worst offenders are the people who reply to a tweet two or more days after it was sent. You have no idea what they are referring to and it's a waste of time. Tweeting is a conversation in real time, so if someone asks you a question they would like a reply. Some people unfollow if you are not current and tweeting replies, others just keep you around for numbers.

#### **Direct Messages – check whether anyone has sent me a direct message which is private and only I can see**

- I use DM as it is called to pass on information to my followers, mostly when they have requested I share via DM or when I feel it would be

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“Tweeting is a conversation in real time”

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boring of me to post on my public timeline when it has nothing to do with everyone else. Also some long time followers do prefer a private DM versus a regular reply for various reasons. When people who have just started following me and DM me to ask me to do something, such as join them on FB it annoys me. They have not taken the time to get to know me and they are invading my private space (DM) to spam me. What is bad form is to ignore DM's for periods of time and then answer them all at once. I liken that to sending out the fire engine when the fire has burnt down the town. Too late!

If you are using Twitter be authentic. Obviously it does help to listen to people, such as me and others, but in the end do what works for you.

- Linda Ockwell-Jenner, *Motivational Steps*  
[www.motivationalsteps.com](http://www.motivationalsteps.com)

## Don't Fret About Content; Curate It!

By Brendan Waller



One of the comments I hear all the time from business owners dipping their feet into Social Media is "I never know what to post!" to me, that suggests two things:

1. The business owner may be doing Social Media simply for the purpose of being "on" Social Media, but no strategy behind it
2. They're overthinking on the content. This makes them unsure of what to post – as a result, they either post irrelevant posts (noise), or they don't post much at all

I have been guilty of this myself. I often find myself saying, "What the heck am I going to write about? Who would care?" but whom better to tell others about your business, then you? You know why your business is great; you know what makes your industry interesting and what makes you so interesting. So what's the problem then?

Content.

Most people get caught up on what to post. Most times business owners feel that the only content that they can post is original, self-written content. While original thought and opinions are important, there is a wealth of information

already available online. Often, if you review many of the popular bloggers, what are they doing: Curating relevant content and commenting on it. Like any content, always make sure to link and reference back to the original articles.

So what does this do? What is the lesson here?

Curating content takes the pressure off of you. It allows you to upload, post and reflect on content that someone else has created. This doesn't mean that you should not want to create some original content, but it means the level of content and your visibility on the Social Media will be higher. Content Curation can help establish you as the rightful expert that you are!

As I mentioned, I am one of the guilty parties. I too have been unsure of what to post. So practice what you preach right? Want to know the results I've seen in the first few weeks of Content Curation, ask me sometime! I've been blown away, and I think you will be too.

- Brendan Waller, DSGN Network  
[www.dsgnnetwork.com](http://www.dsgnnetwork.com)

## Security Corner

By *Dave Ockwell-Jenner*

### Prevention is Nice, but Detection is a Must!

For many organizations, it's not a matter of 'if' you get hacked, it's 'when'. Given that, what should we be doing as responsible, proactive business people?

Obviously the best option is to invest in technology and techniques to prevent as many attacks as possible, right? If you're in IT, or have spoken to someone who deals in the field, you'll know that any problem has hundreds of solutions available to solve virtually any challenge. Prepare to get your chequebook out!

Most businesses however need to be selective with their spending; after all, a dollar spent preventing an attack is a dollar away from other parts of your business. It sounds like a fair balance, but the odds are that you'll invest in lots of prevention... and still be hacked!



For most organizations I deal with, it is usually much more effective (and cost-conscious) to invest those dollars in detection. We know we can't defend our business against every attack--and if you read my column in the last issue, you'll know that some of these attacks can be very sophisticated. But, if we can detect most attacks, it gives us the knowledge we need to make informed decisions about what to do. Remember the old business adage: "You can't manage what you can't measure".

So, work on detecting as many threats against your business as possible, and develop strategies and processes to deal with them. The simplest: backups! If a hacker deletes or damages important information, at least you can recover--buying you time and keeping you in business until a more permanent solution can be put in place.

Information Security rarely deals with absolutes. It's about playing the margins, watching the odds and doing what's necessary to give yourself a fighting chance.

- Dave Ockwell-Jenner, *Prime Information Security*  
[www.primeinfosec.com](http://www.primeinfosec.com)

## Power Questions

By Stewart Marsden

### Chapter 7 – Fight in the Park

Sally is back. She's upset, "It was your idea to sell to lawyers. Why can't you commit to your own idea? I think lawyers are great prospects. They have money and won't mind spending it to buy what they need for stress relief from a massage therapist. Or, is it my idea about picking massage therapists as a project business that you can't commit to? Why can't ..."

"Whoa! Not so loud." John steps between Sally and I. "What seems to be the issue? I don't want to hear about your project business details – that's your problem to solve. What is the big noise between you two?"

Sally, "I don't see the need to change 'my' project business choice, or its bright idea."

Me, "I disagree with Sally. I think the last two heuristic business principles



have not been met. My concern is that 'our' project business choice and 'our' bright idea won't lead to a profitable start-up business. I want to make changes."

John, "Would it help keep the volume down, if I told you that almost every group here is now engaged in the exact same type of debate?"

Sally still looks determined. I'm feeling slightly less defensive.

John is in command mode, "And, I deliberately wanted to cause this situation to happen to teach every student an important business lesson?"

Sally ceases to simmer. I relax.

John slides smoothly from command mode into his teaching mode, "Look you two, this is a business workshop. You are both here to learn business skills. Let's start with civility and mutual respect. They are important business skills too.

"Your disagreement is actually an opportunity to learn a very important business lesson. Sally, was it you who asked why the Actions process stage has only two choices: continue or stop?"

Sally nods. John continues, "Do you see a similarity between asking to choose between only two choices 'continue' and 'stop', and the wedding ceremony question: 'Do you take this person, to have and to hold, from this day onward?'"

"Both questions are asking for a commitment," Sally says much calmer now.

John explains, "My **Power Questions** course teaches a FIVE-stage due diligence business procedure to turn ideas into business success.

"This is Discovery, the first process stage. This is where new business ideas get started. The Discovery stage is like dating. A businessperson and a business idea try each other on.

"Dating, especially a first date, is not the right time to ask yourself if you are ready to commit to 'continue' the project business idea 'until death do us part'. It's too soon. Like dating, the businessperson and the business idea need time to get to know each other. To test each other; to see if they are a good fit for a lasting relationship.

Read more at: <http://dl.dropbox.com/u/926219/PQ-Article.pdf>

- Stewart R. Marsden lives and writes about business topics in Kitchener, Ontario, Canada.





## Do you have a story to tell?

We're always on the lookout for great reader-submitted content for **The Hub**. Find out how to contribute at <http://www.sbcncanada.org/the-hub/submissions>

## @MarketPlace Conference

### Exploring the Future, Now.



On September 17th, the Small Business Community Network (SBCN) will be hosting the **@MarketPlace Conference** at THEMUSEUM in downtown Kitchener.

This year's theme is Exploring the Future, Now. With the rapid pace of change in technology, community and business we're looking to see what the future holds. You're invited to join us and see how upcoming trends can help you build better businesses, communities, environments and lifestyles.

### Vendor Village

If you're looking for great future-thinking businesses, you need look no further than the @MarketPlace Conference. We feature a number of exhibitors in our Vendor Village dedicated to bringing you creative and imaginative products and services.

If you would like to showcase your business at the conference we have a number of Vendor Village tickets available. You'll get an exhibition table in our Vendor Village, along with a full-day pass to the entire @MarketPlace Conference!

[www.marketplaceconference.com](http://www.marketplaceconference.com)



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## Social Networking

Connect with the SBCN on our social networking channels.



[sbcncanada.org/facebook](http://sbcncanada.org/facebook)



[sbcncanada.org/linkedin](http://sbcncanada.org/linkedin)



[sbcncanada.org/twitter](http://sbcncanada.org/twitter)



[sbcncanada.org/youtube](http://sbcncanada.org/youtube)

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