

# AWBO MONTHLY

Newsletter of the Association of Women Business Owners



## PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

Every week in my office we have a Monday morning team meeting. This is a moment to check in before the week gets busy. We go over our corporate reports, news, and our weekly calendar of what's going on for the week. But each meeting also starts with a quote. This is designed for a motivation of the week.

This week's quote is:

*You don't have to be great to start, but you have to start to be great.*  
– Zig Ziglar.

This quote was 100% self-directed. I tend to put things off that are not perfect instead of jumping in with both feet and embracing the messy. The end of the year can get so busy with goal planning and evaluations and then you start 2021 and sometimes there is a clear objective but sometimes that objective is not ready yet. This quote to me is my Monday morning reminder that I can't wait any longer to start. I need to be accountable to my goals, my team and myself if I want to be great and there is no time like the present to get started, even if it is a little messy. Here is to a great year in 2021 and jumping in with both feet to a year of greatness.

When thinking of next year, I encourage you to approach the uncertainty as an opportunity and can't wait to witness the results.



## 2020-2021 AWBO BOARD OF DIRECTORS

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### GET SOCIAL WITH AWBO!

MEMBER'S ONLY FACEBOOK GROUP  
Promote your business to other members and get information for members only. Not in the group? Contact Tamzin at [mainstreetbookslafayette@gmail.com](mailto:mainstreetbookslafayette@gmail.com)

PUBLIC FACEBOOK PAGE  
Monthly meeting and event information



# FINE TUNE YOUR MARKETING MESSAGE

MEETING INFORMATION - TUESDAY, JANUARY 12, 2021

We all know that marketing our message or product is vital if we want to be successful, but how can we make sure that the words we are using to market are helping us instead of hurting us?

At the January meeting, Susan Sparks will help us to fine tune our marketing messages with an interactive program you won't want to miss!

## SUSAN SPARKS (ASAP WRITING SERVICES)

As a professional copywriter, Susan Sparks has been serving entrepreneurs and B2B clients for over 10 years with her company, ASAP Writing Services, helping them attract their ideal clients with compelling messaging. Her clients include marketing agencies for education and retirement communities, coaches, business, sales, leadership & process improvement professionals.



Susan is a four-time author, with two Amazon Best-Sellers, and as ghostwriter of two dozen non-fiction books for business owners, speakers, and coaches. As a former military spouse of 20 years, she moved around the world adapting her journalism career in newspaper and radio, Public Affairs, and as a freelance magazine writer while raising two toddlers in Italy. On Guam she was awarded the US Navy CHINFO award for her coverage of a rescue at sea. Fascinated by the psychological aspects of persuasive copywriting, she is a continual student of technique and strategy, and shares these insights through webinars, coaching, and speaking.

## 3-MINUTE SPOTLIGHTS

Lori Bauerle (Indoff Office Interiors)

Morgan McNeight (Edward Jones)

## THANK YOU TO MARCI SPITZNAGLE (UNMISTAKABLY SIMPLE) FOR PROVIDING A GIFT FOR THIS MONTH'S SPEAKER!



### *Holiday Auction Update*

Thank you, Thank you, Thank you to the women of AWBO for a successful

2020 Holiday Auction and Drawing. I want to specifically recognize the women on the auction committee: Melony Ramsey, Shelly Bays, Karissa Mooney, Morgan McKneight, Debbie McGregor, Joanna Retherford, Jeanna Chase, and Kathie York. Also thank you to Susan Benedict and Nadia Belcher for donating your talents as well. These ladies put in a lot of extra work to make this fundraiser the success that it was. **Be sure to attend our January Membership meeting when we announce the result of our fundraising efforts.**

Good marketing makes the company look smart.  
Great marketing makes the customer feel smart.  
- Joe Chernov -

## MEETING REGISTRATION INFORMATION

TO REGISTER AND PAY FOR THE MEETING:

- Go to [www.awbo.org/events](http://www.awbo.org/events)
- Select appropriate option and follow the on-screen instructions to pay
- Registration closes at noon on Friday, January 8

## IMPORTANT NOTES:

We are NOT able to accept payment on the date of the meeting. In the event that you make a purchase and are unable to attend, we are not able to offer refunds or move payment to a future meeting.

- 11:15am - Lunch Buffet opens
- 11:45am - Meeting begins
- 1:00pm - Meeting adjourns



As an AWBO Member, your set-up fee (\$99) for any membership at MatchBOX Co-working studio is waived [enter promo code "AWBO"]! As a MatchBOX member, you have 24-hour secure access to a shared working space with an unlimited supply of coffee and snacks. You can bring your laptop, or any other work materials, and find a place to work for as long as you need. You can learn more about MatchBOX, and all it has to offer, at [www.matchboxstudio.org](http://www.matchboxstudio.org).



AWBO is proud to announce a new partnership to bring even more value to your membership! AWBO members can now become a Business Member with the Purdue Alumni Association for a discounted 1st year investment of \$250!

**Create connections with other AWBO members!**

**WOMAN TO WOMAN**



**Sign up at the monthly meeting!**

A - Achievement you are most proud of?  
 W - Wish list, what is one of your big dream items?  
 B - Business advice, what is the best advice you have ever received?  
 O - Organizations you are involved in?



**GROW with AWBO**

A 3-month mentoring program to help you GROW your greatest investment - YOU!

**Be matched with an AWBO mentor and explore the following:**

- G - Gifts, Goals, Growth
- R - Reading, Resources, Reward
- O - Objective, Obstacles, Outcomes
- W - Why, When, What's Next

**Contact Deb Plue to sign up as a mentor or a mentee!**  
 (DPlue@shepherdins.com)

