

## Front Range Leading Ladies FRiLLs Minutes

November 20<sup>th</sup> 2019

The meeting was called to order by VP Kelley Matthews at 9am. Those present included Catherine McHale, Lucy Tuck, Kathy Trauner, Stephanie Elston and Amanda James Roxby

Apologies from Deborah Fowler, Julie Seat, Kira Clark, Stacy James and Lynne Poole.

Visitors included Dawn Server from Meadowlake Honey, Amy Lane with Graphic Revival and Jennifer Ferguson Wonder Tours.

Order of Business:

### **Old Business**

Minutes

The minutes from last meeting were past.

Treasurer's Report:

Last weeks report was shown to attendees.

Agenda

We practiced 1-minute elevator pitches

Kathy Trauner showed members some lovely items from Fly Away Home – thank you for the gorgeous spoons

**Best Practice Marketing Ideas:** (some ideas overlapped so bare with me)

Catherine: networking, talking to people, Niwot Business Association and Longmont Chamber. Everyone should at least have Facebook – ads are better than boosts.

Jennifer: Facebook, word of mouth, super fan influencers, referral/loyalty plan. Doesn't like discounting, limited success with print but time consuming and goes out of date. Tagging businesses or places but use sparingly.

Kathy: Word of mouth, getting people in shop with parties

Kelley: Instagram ads performed worse than regular posts, #'s important, niche down as you can't service everyone, know your customer and what #'s they are following. More next week!

Amy: Getting in front of people, ambassadors wearing/promoting your products

Stephanie: Facebook shared posts do better. Rafflecopter for tracking promotional drawings (recommended by Kelley). Tag people.

Dawn: Signage outside her home, local events like WINC Fayre, New Comers Moving In Pack

Lucy: Nextdoor Website/Social media for referrals from customers. Offer gravy not the main course to upgrade your promotional offerings☺

## **New Business**

Holiday Party

Jennifer will email ideas for Holiday Party on Wednesday, December 4<sup>th</sup> 11.30 – 2pm. \$20 per person. Please vote via email. Lucy can't attend. Someone needs to manage voting please.

## **Programing Planning (ongoing ideas)**

Click Funnel

On Line courses

Pitches

Leads for different people

Business Planning - Jan follow up/ Nov meeting?

Social Media – budgeting, Facebook

-Sharing successes and what didn't work

PR/Free advertising avenues

Pinterest: Lynne Poole

Accounting and Tax for January – Stephanie has H&R block contacts

Email communication best ideas (The perfect title website recommended by Lynne)

Linked In

YouTube/SEO

December 11<sup>th</sup> - Kelly to discuss Getting Followers on Social Media

December 18<sup>th</sup> – Catherine to discuss Productivity

Normal 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays will resume in January (business plan update).

## **Membership**

Dawn Server from Meadowlake Honey, Amy Lane with Graphic Revival and Jennifer Ferguson Wonder Tours were voted into the Group – WELCOME!

**AOB**

**Next Meeting - December 11**

Dawn Server will tell us more about her business (5 minutes)

Kelly to lead discussion on optimizing and Getting Followers on Social Media  
(15 mins)

Meeting adjourned: 10.03am

Lucy Tuck  
FRiLLs Secretary