



Serving San Luis Obispo County & Santa Maria Valley

SCORE San Luis Obispo Monthly Newsletter | June 2023 | sanluisobispo.score.org

Dear Readers:

“June is bustin’ out all over”, as Rodgers and Hammerstein say in “Carousel”. June is the traditional start of three very good months for many small business owners and not so good for others.

There's lots to love about summer months - good weather across most of the country, kids are out of school, summer vacation has arrived, less time stuck in the house...the list goes on!

The summer months bring good news for anyone whose product/service is geared (pun intended) for leisure time living, and possible bad news for business owners whose

product/service is what we call a “staple”, stuff we need rather than stuff we want. During the summer, households are more likely to spend their discretionary income.

But here in SLO County and the Santa Maria Valley, there is good news/good news, because Tourism is such an important sector of our year-round economy! Tourists do much more than eat in restaurants and stay in hotels, they park their RV’s, buy groceries, shop for clothes, visit drug stores, buy gas for their vehicles, attend movies and live theater, et al.....our small business owners who deal in “staples” also thrive in summertime.

Whether times are good or bad for your business, or perhaps you're still in the beginning stages of starting your business, SCORE and our always-free resources are here for you. On [our website](#), you can [request a free mentor](#), take a variety of [free workshops](#), and browse our [large library of resources for your business](#).

To all of our business owners - we hope you enjoy your summer and see a positive impact from this heavy tourism season!



Joe Whitaker
Marketing Chair, SCORE San Luis Obispo

Spotlight on: SCORE Client of the Month

Gabriel Chavez **Owner/Founder, Bow Hammocks**

In mid-August of 2022, Gabriel Chavez put his foot down and acted on his inspiration and decision to form his own start-up company. Intent on developing a business that was fulfilling, and could also blend his love of archery, and a desire to be creative, any on-going challenges ahead were quite worth it. “If I keep doing what I am doing, I will keep getting what I am getting”, he thought to himself, and, if this was not fulfilling enough now, it certainly would not be in future years to come.

Starting with a desire to solve, address and update issues and potential problems surrounding storage, traveling, carrying an archery bow and gear while hiking, camping, in a car or going to archery events, he put together his first “Frankenstein” invention, addressing these and other issues. He then contacted SCORE.

In weekly or bi-weekly ZOOM meetings, he showed his SCORE mentors the projects he had been working on and the problems they solved, how they worked and what they did,



until finally he came up with the epiphany of one idea surpassing them all. They all agreed, this is the one that showed promise, potential and has footing.

Thus Bow Hammocks was born.

A bow hammock is a device to store and easily carry the owner's archery bow and equipment while hiking, traveling, camping, shooting at tournaments....almost anywhere!

With advice he received in those zoom meetings, he channeled his time, energy, and attention to detail in the ongoing project of developing an elevator pitch, various demonstrative and working prototypes, a business plan, legal steps, Non-Disclosure-Agreements, Market Place trends and niches, and general business acumen.

Still building and developing this process today, the project has become a source of inspiration and strength.

Gabriel continues to follow, develop and generate his dream project.

Spotlight on: SCORE Member of the Month

Holly Gillan

Certified Mentor, SCORE San Luis Obispo



Holly Gillan is a dedicated business mentor who empowers individuals to break free from unfulfilling jobs and embark on the journey of creating their own successful businesses.

After gaining valuable insights working in the real estate industry, Holly recognized that many people felt trapped in jobs that didn't align with their true passions and aspirations. Motivated to make a difference, she pursued a business degree to equip herself with the knowledge and tools necessary to assist others in pursuing their entrepreneurial dreams. She understands the challenges and fears that come with leaving a steady job and venturing into the unknown.

Through her empathetic nature, creativity and strategic guidance, Holly provides individual and group coaching to help others assess their personal strengths to create businesses they love and transform their visions into a reality. Her coaching style is marked by genuine enthusiasm for helping others succeed.

Holly is a mother, an outdoors person and an optimist. Her favorite activities are gardening, kayaking and rocking out at concerts. She has been lucky to experience her top bucket list items – kayaking up close with orcas and climbing the cables to the top of Half Dome in Yosemite.

What Every Business Owner Should Know

How to Use AI to Improve Your SEO Campaign



Search engine optimization (SEO) continues to be a vital part of increasing brand awareness and lead generation. Not only does it help improve a website's online visibility, but it can drive more traffic to it, thereby increasing the likelihood of selling a product or service. SEO is a cost-effective strategy that may be more inexpensive than traditional forms of advertising such as print or television ads.

The practice of search engine optimization can provide a competitive advantage for businesses that are vying for customers in competitive markets and results are typically long-term since SEO can consistently drive traffic and sales to a business website over a period of time.

With that said, SEO has come a long way from the simple keyword-stuffing strategy that it was once synonymous with. Advances in search engine technology and changes in consumer behavior have led to increasingly more sophisticated SEO practices. Recent developments in artificial intelligence (AI) now promise to change the field all over again, and in ways that we're only beginning to comprehend.

[READ MORE](#)

June is National Safety Month

June is National Safety Month, and SCORE offers a variety of resilience materials that show how small businesses can prepare or mitigate risks from setbacks and hardships, such as natural disasters or economic setbacks.



We will highlight the growing set of materials in the Small Business Resilience Hub: score.org/small-business-resilience-hub.

SCORE Small Business Resilience Hub

June is National Pride Month

June is also National Pride Month! SCORE is proud to support all business owners. We are continuing to grow our library of business resources for the LGBTQIA+ community, which can be found here: [LGBTQIA+ Entrepreneur Resources](#).

LGBTQIA+ Entrepreneur Resources

June SCORE Workshops



Marketing with Social Media

June 7th, 2023 | 11:30am - 1:00pm

In SCORE's Marketing with Social Media workshop, social media expert Lacey Clifton-Jensen (@Chicadita) will introduce attendees to the different social platforms and how they are best leveraged for a variety of unique selling positions. Participants will practice creating engaging post plans to create a tribe of brand advocates through social presence for the most effective social media marketing. Social Media is the ultimate tool to create awareness for your brand or company and a must for businesses today. From Facebook and LinkedIn, to YouTube

and beyond, come to get a better understanding about how you can create and implement a social strategy to help you grow!

[LEARN MORE & REGISTER](#)



[How to Create Marketing Graphics like a Rockstar with Canva](#)

June 8th, 2023 | 10:00am - 12:00pm

No need to hire a graphic designer or invest in expensive software...Canva can help you create marketing graphics like a rockstar! This affordable program allows you to easily “drag and drop” images, text, and other elements to create online and offline marketing materials. We will show you how incorporate your own images and fonts, bring in animated elements and learn the latest cool effects, tips, and hacks to bring your marketing graphics to the next level!

[LEARN MORE & REGISTER](#)



[Goal Setting & Achieving Strategies for SUCCESS!](#)

June 26th, 2023 | 9:30am - 11:00am

What does success mean to you? How are you identifying and implementing goals to support your personal, professional, & business success? Let's explore strategies to identify, plan, set, implement, achieve, and reflect upon goals.

By participating in “Goal Setting Strategies for SUCCESS!”, individuals will have the opportunity to define and reflect upon what success means to you, both personally and professionally, to plan and implement a goal of your choice. Through interactive discussions and hands-on activities, participants will explore the goal setting and

achieving process to drive success with a focus on these results and outcome:

- Identify and reflect upon what success means to you both personally and professionally
- Understand why it is important to set goals
- Explore and reflect upon the goal setting and achieving process
- Understand the importance of measurable and time-bound action steps as they relate to successful goal achievement
- Continue to develop, achieve, and reflect upon goals using Goal Planning Sheets

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SCORE District-Wide Workshops



SCORE District 4 has a number of additional upcoming workshops to help grow your business! Here are some of the featured workshops happening around our district:

- [June 7th: Multiply Your Business Income with the Launch Pyramid](#)
- [June 8th: How to Create Marketing Graphics like a Rockstar with Canva](#)
- [June 29th: Financial Literacy for Small Business Owners](#)

SCORE Partner Workshops

Workshops from MCSC (Mission Community Services Corporation) & Women's Business Center

MCSC offers weekly workshops on a wide variety of subjects. In addition to providing a networking platform among attendees, classes are designed



to increase understanding of important and current business topics and trends. Workshops are free of charge and open to the public.

UPCOMING WORKSHOPS



Additional SCORE Workshops Available from our Regional Partners!

Looking for additional workshops? Our SCORE partners in Ventura and Santa Barbara also have free workshops available to assist your business!

- [Los Angeles](#)
- [Long Beach/South Bay](#)
- [Santa Barbara](#)
- [Ventura](#)

Articles from SCORE



[12 Steps to Starting a Restaurant](#)



[How to Train New Managers](#)



[How to Identify Your Ideal Customers](#)

Read More Articles from SCORE

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