



Serving San Luis Obispo County & Santa Maria Valley

SCORE San Luis Obispo Monthly Newsletter | October 2023 | [sanluisobispo.score.org](http://sanluisobispo.score.org)

Dear Readers:

Did you know, the second biggest themed holiday week in terms of consumer sales is not Easter, not Valentine's Day, or Thanksgiving, it's Halloween! If your product has any even close relationship to this holiday....you do know.

October 19<sup>th</sup> is "National Get to Know Your Customers Day". It's celebrated on the third Thursday of the first month of each quarter of the year.

Of course, as a small business owner you're already aware, every day of the year better be focused on knowing your customers....in detail.

Good news is, SCORE's website and resource library have numerous articles, links to sites, demographic data files, etc, all devoted to assisting you in your quest to identify your customer base, your target audience.

Whatever your business needs may be, SCORE is always here to assist! Our always-free services include [mentoring](#), [workshops](#), [online resources](#), and more.



Joe Whitaker  
*Marketing Chair, SCORE San Luis Obispo*

# Spotlight on: SCORE Client of the Month

## Andrea Fine Owner, Andrea Fine Portrait



Andrea Fine, owner of Andrea Fine Portrait, started photographing while on a trip to Europe. Fascinated with light and color, she photographed mostly scenes and graphic settings, rather than the people shots she came to love the most. After years as a jewelry designer and goldsmith, it was evident that the solitary pursuit of jewelry design was not what she longed for but rather, human interaction. She found it with her work photographing women over the age of 50. Her studio setting allows a client the freedom to be herself. Andrea's offer: 50 over 50 includes essential hair and makeup, as well as wardrobe guidance, posing and gorgeous packages and products.

At this time in a woman's life (50+), there have been massive changes in her personal life as well as professional responsibilities. She discovered that she is generally the woman behind the lens, and rarely sees images of herself, let alone beautiful ones that represent how she sees herself. Andrea wanted to celebrate the amazing women in our community, to tell their story through portraits that capture their strength, humor, and passion for life. Women who have been photographed by Andrea remark how great it made them feel to see themselves in a new way through beautiful, expressive portraiture.

Her first Exhibition in March 2023 displayed 50 enlarged portraits of the first 50 women who she photographed the previous year. Accompanying each portrait was a bio of each woman, her profession, her challenges, and her age. The response was terrific. Andrea plans to present her next group of womens' portraits in 2024.

Andrea received guidance from SCORE which set her on the right path in terms of creating a business plan and navigating the ins and outs of Facebook, emails and nurturing clients.

"The thrill of seeing one's business grow dramatically is a remarkable, nearly unbelievable feeling. I'll be turning 75 next month and hope to continue to do this until I can't lift my 8 lb. camera anymore."

To learn more please visit my website: <https://www.andrefine.com/50-over-50>

Andrea can be reached at: 805-709-7881 and [andrefineportrait@gmail.com](mailto:andrefineportrait@gmail.com)

### Learn more about Andrea Fine Portrait



# What Every Business Owner Should Know

## Marketing Your Business



As you determine your business potential you should ask the following questions:

- Is there a need for your business?
- Will your business be able to survive the competition?

Once you have answered these questions you will be able to check additional sources and develop a marketing plan.

### **Is There a Need for Your Business?**

People have a natural tendency to be overly optimistic about the prospects of success for a proposed venture. Yet the failure rate for new small businesses is high. To improve your odds, you should conduct a careful feasibility study before you start. Market Research is a good way for study your chances for success. The key to marketing your business is knowledge about your customer.

[READ MORE](#)

## October 19th is National Get to Your Know your Customers Day!



National Get to Know Your Customers Day is an excellent opportunity for businesses to strengthen their relationships with their customer base. Taking place on October 19th, this day encourages businesses to connect with their customers on a more personal level. Here are five creative ways to celebrate National Get to Know Your Customers Day:

### **Conduct Customer Surveys:**

Invite your customers to participate in surveys or questionnaires. Ask for feedback on their experiences with your products or services, and inquire about their preferences and needs. Use the collected data to make improvements that cater to your customers' desires.

### **Host a Virtual Customer Appreciation Event:**

In the age of digital communication, consider hosting a virtual event to show your appreciation. You can organize a webinar, live Q&A session, or even a fun online game or quiz related to your industry. These events provide an interactive platform for customers to engage with your brand.

### **Feature Customer Stories:**

Share customer success stories and testimonials on your website and social media platforms. Highlighting real customers and their positive experiences not only shows appreciation but also builds trust and credibility for your brand.

### **Personalized Discounts and Offers:**

Send personalized discounts or special offers to your loyal customers as a token of appreciation. This not only acknowledges their support but also encourages repeat business. Tailor these offers based on their past purchases or preferences to make them more meaningful.

### **Share User-Generated Content:**

Encourage customers to share their experiences with your products or services on social media using a dedicated hashtag. Feature their posts on your own social channels, website, or even in your marketing materials. This not only showcases the genuine satisfaction of your customers but also fosters a sense of community around your brand.

National Get to Know Your Customers Day is all about building stronger, more meaningful connections with your customer base. By implementing these strategies, you can demonstrate your commitment to customer satisfaction and deepen your relationship with those who support your business.

## October SCORE Workshops



### **Quickbooks Online vs. Desktop - Pros and Cons**

October 10th, 2023 | 10:30am - 12:00pm

When it comes to accounting software, Intuit QuickBooks is one of the most popular options for small businesses. There are two versions to choose from: QuickBooks Online and QuickBooks Desktop, each with its own subscription plans, and each with its own pros and cons. When comparing QuickBooks Online vs. Desktop, it's important to consider the particular needs of your business. During this webinar, Juliana Ramirez, Accounting Expert of JR Bookkeeping, will help you compare QuickBooks Online vs. Desktop and highlight the differences between each version, including the one most suitable for collaborating on the go, and the one that is faster and offers more advanced features. We will also discuss how to make the transition from Desktop to Online.

*Workshop Presenter: Juliana Ramirez  
Juliana Ramirez is an accounting professional, entrepreneur, 20-year small business bookkeeper, workshop presenter, business adviser, community volunteer and Certified QuickBooks Online ProAdvisor. Juliana has trained and helped multiple small businesses including her own. She takes pride in enabling clients to handle as much or as little of their business's accounting and bookkeeping as they desire. In 2017, she was featured as ProAdvisor of the month on Intuit's Firm of the Future website.*

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## [Financial Tools for Entrepreneurs](#)

October 10th, 2023 | 5:00pm - 6:30pm

Starting a business? Growing a business? Experience has shown that the three most important things to focus on for your business to grow and succeed are Sales, Customer Service and Understanding Money In & Money Out. In this workshop we will show you how to prepare the financial part of your Business Plan. Next, we'll show you how to use the Financial Tools that are available to you which are critical to your decision making and your financial success.

We'll talk about developing a personal budget, start-up costs, determining working capital and developing an Income Statement & Cash Flow forecast.

We will go over the three Financial Statements (Income Statement, Balance Sheet & Cash Flow) and how to use this information. The goal of this workshop is to show you how to use these tools to contribute to your financial success.

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## [Let's Get Started on your Business Plan](#)

October 12th, 2023 | 5:00pm - 6:30pm

A successful business, like a new house, is built on a plan for a solid foundation. In this workshop, you'll learn how to construct a traditional Business Plan, which describes how your business operates and creates revenue. We will also review two other forms

of the SCORE business plans.

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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:

- [October 17th: Money Magic](#)
- [October 24th: Google Ad Tutorial & Step-by-Step Walkthrough](#)
- [October 26th: Common Mistakes on LinkedIn](#)

# 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



[Should I Use AI Generated Content to Market My Business?](#)



[Checklist: Simple Steps for Building a Website](#)



[5 Ways to Measure the Financial Health of Your Business](#)

Read More Articles from SCORE

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Call **1-800-634-0245** for the SCORE office near you or visit online at [SCORE](#).

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### **SCORE San Luis Obispo**

*SCORE's mission is to foster vibrant small business communities through mentoring and education. We believe that every person should have the support necessary to thrive as a small business owner. Our volunteers are committed to the development and growth of successful small businesses across America....one business at a time.*

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