

### Noteworthy Events

#### LABOR DAY



September 5, 2016

#### WEST COAST FRANCHISE EXPO



October 6-8, 2016  
Denver, CO

#### FRANCHISE EXPO SOUTH



January 12-14, 2017  
Dallas, TX

#### INTERNATIONAL FRANCHISE EXPO



June 15-17, 2017  
New York, NY

## 8 Tips to Grow Your Business Using Social Media



By Timothy Sykes, Contributor

In today's market, harnessing the power of social media is a must if you want to grow your business and grow your brand. From my Instagram posts to my Twitter announcements, I have found that there is no end to the new opportunities that a carefully managed social media campaign can bring. With this in mind, any entrepreneur or aspiring entrepreneur who has yet to try out the power of social media needs to start working on creating a stronger online presence. It's something that I have seen bring great value to my own business and great value to others I have worked with in the market.

Through my experience, here are eight of the top tips that I have found can help any entrepreneur looking to expand their social media presence and their business.

#### 1. Be consistent.

When it comes to your posts, your message and how frequently you use social media, keep consistency in mind. It is truly the key to success with any social media campaign. Make a plan for what you're going to post and how often you're going to post, and stick with it. This should ideally be a few times a day or a week, depending on your goals and your following. You can't go from posting once a month to five times a day and then back and expect to have an engaged following.

#### 2. Use all social networks.

You may have a social network that you prefer over others, but it doesn't mean that all of your followers feel that way. If you want to be successful with social media, then you need to post across all networks. This means having and

maintaining an account with all of the big social media sites, including Twitter, LinkedIn, Facebook and Instagram.

3. Format content to optimize for each platform.

Maintaining accounts across all of the major social media platforms doesn't mean posting the same thing on four different sites every day. It means formatting content specifically meant for each platform. You need photos for Instagram, long posts for LinkedIn, videos and memes for Facebook and short and snappy announcements for Twitter. All of your posts should be different, even if they are delivering the same message.

4. Push on those networks that really work well.

There are some networks that are going to work better for you than others. When you find that network that really works for your specific type of business and your specific type of customer, then you need to really push on that network and take advantage of the opportunity.

5. Make sure that your content aligns with your message.

When it comes to building a strong social media presence, getting likes and follows is great. However, it's about more than just the number of responses each of your posts get. You may be tempted to deliver a post that simply gets a lot of attention, but that will do nothing for your brand if you don't make sure that the content aligns with your message. Everything needs to fit within your brand identity and promote what it is that you're trying to say to the world.

6. Some important content won't be popular, but you still need to post it.

There are a few types of content that typically don't get a lot of likes and shares, including testimonials, charity posts, press features and important blog posts. These are really important pieces of content when it comes to establishing your validity in the market, yet they aren't the type of posts that typically get a lot of attention. Just because this type of content isn't getting likes or shares doesn't mean that you shouldn't be posting it. It may not be popular, but it helps build a foundation for your company.

7. Find a balance between popularity and business.

Your professional social media site is supposed to be about your business, though you still want to make sure that it's getting the attention you want it to get. Simply put, you want to be popular on social media. However, you need to find that balance between popularity and business. You need to have a little bit of both and mix the more fun side that wants popularity with the serious and informative side that boosts the reputation of your business.

8. Use social media to amplify all of your business and marketing efforts.

You're going to have business and marketing plans outside of your social media campaign. After all, a successful marketing plan is varied and robust. A solid social media plan only adds to your efforts and makes them more successful. It's an affordable, yet greatly under-utilized platform that can help with virtually every aspect of your marketing plan -- and something that you need to start using now.

## Great Clips' 4,000th hair salon opens in Flat Rock

By Briana Gasorski

For The News-Herald

PHOTO: Great Clips 4,000th hair salon opens in Flat Rock



Great Clips opened its 4,000th salon Tuesday, becoming part of the offerings at the new Flat Rock Meijer store.

It was franchisees Brian and Christie Czopek's fourth salon, making it No. 4,000 for the company.

After losing his job in the automotive industry back in 2009, Brian said, he and his wife wanted a change. "We just wanted to try something different," he said. "We researched a lot of different franchises and picked Great Clips based on it being a growing brand. It was a No. 1 company for hair care and it was something that we could run while we worked."

Being a franchisee himself, Great Clips President Steve Hockett is no stranger to new salons opening. "I actually opened store 150 about 28 years ago in Minneapolis," Hockett said. "Our brand is about giving customers what they want as a convenience to them."

Having grown up in Woodhaven, Brian Czopek is especially excited about the new salon. "We ourselves have moved to the east side, with Christie teaching in the St. Clair Shores school district," he said. "We still have family and friends Downriver and this is our first store Downriver."

Being one of only a few dozen salons inside Meijer stores, Hockett said, it's an ideal location. "We want to have salons inside of shopping areas," he said. "It adds to the convenience."

With Meijer being a Michigan-based chain, Hockett also said their relationship is very important. "About 10 to 12 years ago we established a relationship with Meijer," he said. "They want businesses to rent out their storefronts and we thought it was a great opportunity."

Flat Rock Mayor Jonathan Dropiewski, a Great Clips customer, couldn't agree more. "With Flat Rock being one of the few communities Downriver that is still growing, it's very exciting," Dropiewski said. "We have had several grand openings recently and more to come,

and it's really great for the community of Flat Rock."

The entire staff for the new Great Clips in Flat Rock was handpicked by Christie Czopek. "I personally interview and hire all of our staff," she said. "Our staff for this store is all Downriver talent. I like to look for enthusiasm in our employees. I look for family-oriented employees with positive attitudes."

Having just one service option at their salons, Great Clips doesn't require a large staff. "Depending on the size of our salon and the amount of customers we have usually determines how many people on staff we have," Christie Czopek said. "I usually have about eight to 10 employees per salon."

Offering only haircuts, Dropiewski said, adds to the convenience. "Having only one service option makes Great Clips even more convenient," he said. "It makes wait times a lot more bearable."

Great Clips even offers an app that displays locations nearby and their wait times, which, according to Dropiewski, is incredibly helpful. "If I open my app and see that there is a 90-minute wait time here, I know I don't have to leave the house right away," he said. "That means I don't have to try to make my 9-year-old sit still for that long."

The company's president agrees. "Technology is forever changing," Hockett said. "At least 30 percent of our customers use our app, and we have about 5 million downloads so far. It helps to be more efficient and give our customers the convenience they're looking for."

With 165 Great Clips locations in Michigan, 103 of which are in the metro Detroit area, the Czopek family and Hockett said teamwork is one of the most important things to them. "This whole thing was really a team effort," Christie Czopek said. "Great Clips are real team players when it comes to events like this."

"Every franchisee has their own way of celebrating their grand-opening events," Hockett said. "However, we unfortunately can't come to every single salon opening. For the big ones like this one being No. 4,000, we had to come and celebrate and think of a way to give back to our customers, and that's why we decided on 100 free haircuts. It was truly a team effort."

Salon No. 4,000 for the company is nowhere near the end of their goals. "We open on average about 200 new locations every year," Hockett said. "We hope to hit No. 5,000 within five years."

The Czopeks have their own goals, as well, when it comes to opening new salons. "Our goal is to own maybe seven or eight salons," Brian said. "It's a really great business and we like being in control of our own destiny."



By Denis Waitley

## 3 Ways to Stay Motivated and Keep Moving Forward

Stop rationalizing, stop stewing. Get up out of your chair and start doing.

We too frequently become adept at pointing out our flaws and identifying failures. We need to become equally adept at citing our achievements. We have to be willing to say to ourselves, I'm on the right road. I'm doing OK. I'm succeeding.

How do we change our mindset from fault-finding and uninspiring to one that's positive and motivating? Here are three ways to stay motivated:

### 1. Chart your progress.

Identify things you are doing now that you weren't doing one month ago... six months ago... a year ago. What habits have changed?

Doing well once or twice is relatively easy. Continuously moving ahead is tough, in part, because we so easily revert to old habits and former lifestyles. So give yourself regular feedback to monitor your performance and reinforce yourself positively. Don't wait for an award ceremony, promotion, friend or mentor to show appreciation for your work. Take pride in your own efforts on a daily basis.

### 2. Keep the end result in sight.

Always see the big picture of the ultimate goal you're working for and the benefits that come with it.

During World War II, parachutes were being constructed by the thousands. From the workers point of view, the job was tedious and repetitive. It involved crouching over a sewing machine eight to 10 hours a day, stitching endless lengths of colorless fabric. The result was a seamless heap of cloth. But every morning the workers were reminded that each stitch was part of a life-saving operation. As they sewed, they were asked to think that this might be the parachute worn by their husband, brother or son. Although the work was hard and the hours long, the women and men on the assembly line understood their contribution to the larger picture.

The same should be true with your work. Each thing you do benefits someone, something—the lives and well-being of adults and children throughout the world, not just generally, but specifically. These are the visions that drive us through tedious details to the top.

### 3. Set up a dynamic daily routine.

Getting into a positive routine or groove, instead of a negative rut, will help you become more effective. Why is the subway the most energy efficient means of transportation? Because it runs on a track.

Think of the order in your day, instead of the routine. Order is not sameness, neatness or everything exactly in its place. Order is not taking on more than you can manage, without still being able to do what you really choose. Order is the opposite of complication; it's simplification. Order is not wasting a lot of time trying to find things. Order is avoiding a lot of recriminations because you didn't do something you promised. Order is setting an effective agenda with others so neither of you is disappointed. Order is doing in a day what you set out to do. Order frees you up. Get into the swing of a healthy, daily routine and discover how much more control you'll gain in your life.



By Courtnie Erickson

As human beings, we are our own worst critics. Most of us are guilty of focusing on our weaknesses instead of our strengths. We all have areas we would like to improve, but improvement requires work and effort. September is Self-Improvement Month. During this month-long event, work on different areas of your life that need improvement. But instead of being overwhelmed by every area we wish to improve, take it one week at a time. Below are a few suggestions for bettering yourself each week this month.

#### Week 1: Mentality

Sit back and evaluate how you feel about yourself. Do you get down on yourself because you do not finish your to-do list every day or because you are not the best cook? Do you ever find yourself being critical of how you look each day? This week, focus on how you can improve your mentality toward yourself. There are two excellent ways to accomplish this.

First, forgive yourself and let things go. Don't hold a grudge against yourself because you are not Mother-of-the-Year or Wife-of-the-Decade. Don't beat yourself up for things you may have done in the past that you regret. Let things go. Move forward with your life. Each day, think about the good things you have accomplished and praise yourself. And especially don't worry about anything you can't control.

Second, be grateful. Gratitude is one of the best remedies for improving your mentality and attitude toward yourself and those around you. Each day, make a list of three or more things for which you are grateful. After doing this for some time, you will begin to notice things that you never noticed before, and you will see the tender mercies in your life.

#### Week 2: Physical

During the second week of the month, focus on the physical areas in your life that could use some improvement. Whether you have weight to lose, you want to boost your energy or just cut your salt intake, set goals to make this happen during this week. If an increase in physical fitness is your goal, create a realistic fitness plan that you can stick to for several months. This could mean exercising three days a week, add more weight lifting to your current physical activities and more.

Additionally, take a look at your diet. When you eat healthy food, you will feel much better about yourself. Evaluate your diet to see how well you are eating and where you can make changes. Making a few small changes in your diet can affect your health and the way you view yourself.

#### Week 3: Spiritual

Your spirituality requires continual improvement to help you progress. When looking to improve your spirituality, find one area you can focus on this week to come closer to God. Whether that includes studying your scriptures instead of just skimming the verses, praying directly from your heart and not repeating the same phrases, or attending religious services more often, only you know what you can do to improve yourself and progress with your spirituality.

#### Week 4: Social

During the final week of the month, evaluate your relationships with those you care about most including your spouse, children, extended family and friends. Think about how you can be a better spouse, a better parent and friend. Do you need to put down your distractions and focus on what those you love are saying? Do you need to spend more time with those you care about and less time working on your to-do list? Think about the qualities you admire most in your family members and friends. Do you possess those same qualities? Are you putting as much into the relationship as those around you?

Self-improvement isn't a task you ask someone else to do, it must be accomplished only by yourself. This month is the perfect time to evaluate yourself, find the areas you wish to improve and dedicate the entire month to improving those areas and watching yourself gradually become the person you want to be.