

Freedom-Zine
America
 The Cepia Club LLC's
Business & Local News Reports
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 Serving Centuria, WI, and Surrounding Areas

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Club Grandest of Grand Openings
 by Tim Krenz, The Cepia Club Manager

I got to the Clubhouse early on Sat., around 7:30 AM. I sent a final email invite to special friends reminding them that the day was more for celebration and fun. I was a little anxious when someone whom I didn't know called and asked what time the band would start playing.

After the final cleaning and spot rearranging, I changed from work clothes to striped pants, blue shirt and my red tie at 10 AM. I unlocked the door and the store intern showed. Shortly thereafter, we got our first visitor to the "official" Bizarre Bazaar shop.

The lady lived in the next town, had seen the press release in the big two-county paper, The Inter-County

Can Your Small Business Go "Globolocal"?

Yes, it can. And It Must.

Community-based entrepreneurs can seize many advantages to ensure viability, gain extra cash flow, expand the customer base, improve profit margins and achieve growth by combining using "Globolocal" strategy. Even small enterprises in rural, de-commercialized communities can be providers of economic opportunity for customers, employees, communities—to the owners' benefit.

The Cepia Club LLC in its futures forecasting sees the march of globalization

continuing the process of world-wide economic expansion: In the very communities that globalization has passed over OR hurt in the process so far. The transfer of wealth and opportunity in creation of a global economy have gone to other countries and benefitted the "minority" professional class in urban areas in the process. What has happened was inevitable and somewhat necessary for what can happen from this point--the re-incorporation of small, rural community-based enterprises into the Globolocal economy.

(And in this process, the world will return to the "true" that was most damaged by the flow of investment and opportunity elsewhere--the Family Economy. See more of this later in the Freedom-Zine America this year).

With creativity, skill, initiative, adaptability, and good old fashioned entrepreneur hard work, a Globolocal project for a new or existing business gets those who do it successfully ahead of the competition, locally, regionally and indeed worldwide.

The Basics of Business First

The process of “Globo-localizing” begins with business owners considering the following steps. First, get the basics of small business right, like self- and financial-discipline, management, efficiency, professionalism, recordkeeping, attitude, and honesty.

Second, a project manager (or consultant) must do product and market research to accompany competent sales skills.

Third, a manager has to stay reasonable and calculate a minimum commitment to the project. She or he must take the “long” approach toward this new frontier for an existing or new business. If a business already succeeds, the Globo-local project adds gravity. If a new or operating small enterprise barely makes it, this sort of project might keep the small enterprise out of the 70-80% of new start-up businesses that fail after two or three years. The Globo-local project make careful and efficient use of available labor, equipment, capital planning, and inventory selections—without an enormous extra expense or unmanageable risk.

Theme Marketing Is Key

Fourth, businesses today sell products and services better with a “theme marketing concept.” Theme marketing means more than mission statement(s). Not

just branding a product line or service offering (such as “ADM: Supermarket to the World,” or Nike’s “Just Do It”) a business theme suffices in a few words, a phrase, or (at most) a sentence, exactly what a business does different and special from any other direct or indirect competitor.

For example, The Cepia Club’s theme is “Connecting people. . .,” or broadly, “Connecting people for peace and community through free minds and free markets.” Our actual and separate mission statement is 5 one-sentence paragraphs. Those are specific business goals. Our theme, “Connecting people . . .” in long form holds in 11-words in one sentence all which do all of our promotions, products, services, and community service; it tells people why we are in business, what we hope to accomplish, and how we go about growing our business: By growing free minds and the free market within communities everywhere. In two-plus years of home-based business, and now two months in a store in Centuria, the response from the local and national following has all been very encouraging. People get The Cepia Club’s theme. As a result, we’ve grown and are growing our business. And we did it by developing a Globolocal business around the things we say and do.

How To Choose A Theme-Marketing Concept

Whether home-based, “virtual”

or a store front, a locally-run small enterprise orienting Globo-locally chooses their theme-based marketing concept along some of these guidelines. 1) Define it in clear, concise and simple language. 2) Determine an overall goal so customers (as The Cepia Club calls them, “Friends”) will not only remember, but with which they IDENTIFY a value important to them. Such things could be: “Providing financial advice and services for sustaining community businesses,” or “Offering affordable American-made hardware products and maintenance services to families and businesses in western Wisconsin.” 3) It could tell potential customers something unique and special that has meaning to the community, like “Serving our local community with family-owned and family-centered pharmacy services for three generations with personal, caring attention”. 4) It is important to incorporate the theme in the product or service offerings in the Globo-local business. “The small city weekly newspaper for the strength, courage and hope of community culture and fellowship” draws people to the community, and people to the paper (\$\$) who want to remain aware of what the community offers, both good and sad.

Finding The Perfect Fits

Fifth, define what the Globo-local business can do within these neighborhood parameters, and then define what can be

added from a globalized marketplace as a special service to local people or other local businesses—retail or wholesale; for example, a grocery store arranging via a google search, websites, email, internet phone or fax to bring organic Fair Trade fruits airfreight fresh from Spain on Fridays. Whatever the “valued”- added product, make it something very special and so unique that people will choose to seek it, whether a one-time buy or as regular consumers of it—even from far away.

(Transshipping wholesale or retail or delivery for non-food things might later become an option).

Sixth, find things locally to sell on the world-wide or over a wider county or regional market (see the section below on “Getting Seen and Heard”). For example, within twenty or thirty miles of a specialty beauty salon might micro-manufacture and sell an organic or low-chemical skin and hair care product that has its own unique scent and allure. (It never hurts to get samples).

Do Details Because They Are Important

Seventh, make REALISTIC calculations for the main business and Globo-local start-up and projected operating expenses, and any equipment investment, and costs of goods sold projections. Also, do real supply and demand/price and quantity studies. And keep accurate accounting, records, etc. of revenue, expenses, cash flow statements, and customer

Grand Opening (Cont. from p. 1)

Leader (our special thanks should be given to the paper for their continuous two year’s of help for our “community ending public ignorance and apathy” with fair, free enterprise). Although the first lady had looked for more clothing items (all we have so far are polar fleece hats, socks, and bands), she enjoyed a cup of our free coffee and gave me some great ideas for guerilla marketing.

Soon, numerous visitors who had read the newspaper article or saw a flyer stopped. I met for the first time one person, who received the SCV Liberty Beacon year’s ago, and he and I chatted. Visitors trickling in checked out the items, some bought, and most enjoyed our great spread of food—homemade salsa, Ma’s dill pickles, crackers, tortilla’s, breads, and our special Taste of the Holy Land unfiltered extra virgin olive oil/balsamic vinegar & tuna pate (a backcamping trail lunch), and our very extra special olive oil dips.

Over 30 people visited by 6 PM, many of them my friends, and many new friends of the future (I hope) who want to know more about how they can promote liberty, prosperity, justice, and fellowship as solutions to tyranny, poverty, conflict, and discord. A new round of people had arrived after 4 PM to enjoy the music provided by The Juggernauts, very talented musical friends of the Club. The support was great and a lot of positive things learned. I think people found some ideas of finding common ground on great issues as individuals, prepared to learn and work together, for a better world.

This first year will be a very difficult one, as it is for any new small enterprise! In our own special approach to business, trying to make the Four Commitments of Our Business workable for us (summarized as, “We can only help ourselves if we help others at the same time,”) and to make those principles available for others for peaceful positive change, this year will be a true “great experiment.” Other enterprises simply want to make money. For everyone in, around, or curious about The Cepia Club, we need to make money to support ourselves, but also use free enterprise to ensure liberty, etc., for all

Please follow our progress toward success. Even if it doesn’t work out perfectly by the end of the year, valuable things learned will be shared as much as possible. Visit our website (www.cepiaclub.com), www.myspace.com/cepiaclub , and our Club’s office and Bizarre Bazaar shop in Centuria, WI if you’re anywhere near.

databases (with useful data). How many small entrepreneurs fail simply because the “right hand didn’t know how or what the left hand is did.” Successful businesses grow bigger—and multi-national enterprises succeed—because bankers and investors needed for growth both have to risk money. They want want accuracy and logic “in the details” of the performance of a business and competence and ability of the operators.

Getting Heard and Seen

Eighth and last, no business, global or local, can succeed without sound marketing strategies and good sales skills. For sakes, the same successful skills of local business apply “globo-locally. Sales are sales, after all. However, Globo-local ad marketing takes on a different meaning than traditional forms. First, consider the basics. Word of mouth still works the best. It

is based on reputation. This is where the principles of theme marketing and the Globo-local products and services form the marketing strategy. A small enterprise trying this approach to increase profitability and business survival of the fittest can do so much more than this.

How many wasted dollars have businesses put into the advertising cluttered, disorganized, black and white pages of a poorly done newspaper? Cheaper and better alternatives exist. If paying for any print advertising, it pays to go with the better designed, quality written, interesting reading, most positive specialized newspapers, magazines, ZINES and newsletters. These are published locally and on the internet magazines (especially if some of the ads include color pages for a reasonable extra rate. Free-to-read, ad-funded publications are the new norm and the cutting edge of print and internet publishing. Consider them as well.

If paying for broadcast advertising, small businesses usually lose their shirts (and pants) in trying to afford continuous ads. Small, community-centered radio broadcasters that cover the area (particularly the ones with any local announcers and programming) have the best audience-to-customer response ratios. Television? Well, the new Globo-local market for world-wide internet webcasting has changed the dynamic. Local internet programming—done and seen within a county or region-wide area—will soon generate significant global webcasting as

this new industry develops everywhere in basements, garages and small shops over the world.

Quality produced webcasting radio and television networks are revolutionizing broadcasting, and with it, broadcast-quality, reasonable low-cost commercial advertising. A picture may be worth a thousand words in some eyes. If true, sound and picture together—done in a theme-marketed, creative format—mean a hundred thousand, and perhaps extra thousands in revenue for a small community Globo-local enterprise.

What about websites? Without question, have a quality website for the type of business promoted or type of customer to which the entrepreneur wants to market. It is a portal to the world. But also have a point of local access in and for the community, for your relatives, friends, neighbors and new customers from other communities. Globo-local in spirit “helps others as we help ourselves.” Such an access point can be a local number, shared store space, a community “free-ware” bulletin board or publication, or regular owned or rented establishment. Finally, don’t forget about “guerrilla marketing.” (See other Club publications about this technique). Learn guerilla marketing and do it better each time it is done.

The final, earthly frontier of business arrives. It is the nexus, the connection, between a global reach and the opportunity for the local businesses and community market. Globalization need no longer benefit the “big” money, or other countries at the expense

of a small town. If unsure about going Globo-local, take the time to plan. Study the options. Seek advice and counsel. If sure, then hit the books, figure out the options, choose the theme and the offerings, and get the details right! Then get the word out as far as possible. It may mean the survival of a small business in uncertain economic times. It may mean preventing a ghost town where once people and culture existed. It takes creative free-minds to create prosperity in a free market. The advantage is here now with the sunrise of the Globo-local opportunity for small enterprises.

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