

Content crafted by Women in Business designed to get you engaged with other like-minded individuals.
We provide a support network fostering an unbiased environment in promotion of the professional and personal growth of women.



Women In Business

UNCORKED
Networking & Wine Tasting

January 24th 4:00pm - 6:00pm
Chamber of Commerce Office
9923 - 103st. Fort Sask

[REGISTER HERE!](#)

Clothing Drive - Pop-Up Shop

WIB and Careers Under Construction will be hosting a pop-up shop for women re entering the workplace. The pop-up shop will be on Jan 20th from 10 am - 3 pm at Careers Under Construction, if you know a women in need please refer them to the Families First Society or Careers Under Construction. Alternatively if you are interested in volunteering please contact [Rene](#)

Preparing for 2018 -
thinking back to move
forward

Source - Alberta Women



Reflecting upon your business is an often overlooked but critical step to planning. Many business owners jump into planning and implementing for the next year before thoroughly reviewing the previous year.

Taking time to strategically reflect gives you space to learn, discover and create a foundation for future success. It may feel like you're slowing down to do this work but rest assured can accelerate your success.

[Reflection Questions](#)

Member Profile - Lisa Crawford

Master Colourist and Makeup Artist and Owner [Email Lisa](#)

1. What did you want to be when you grew up?

Oh I was a hairstylist right out of the womb! Hahaha. There was a brief period where I wanted to be a medic or a nurse, but Hair and Makeup is that one thing that just made me sparkle!

2.so how did you get to where you are today? I have to give a huge shout out to my Mom. My mom always had incredible style, and she was always inspiring me. Once I got to hair school then I KNEW this was my haven. Every single day I went in inspired and feeling grateful that I found my passion at such a young age. I had to work so hard to get to the level that I am at now, and CONTINUE to work very hard, and any dream I have, I chase it because I can accomplish it. I have to stay driven and stay focused at all times. It's so easy to give up when business gets tough, but I know with this amazing community by my side, I can accomplish anything.

3. What advice would you give your younger entrepreneurial self?

Do not give up! Keep going and follow your dreams. Learn how to take constructive criticism, and take it well. Learn absolutely everything you possibly can. Stay educated. Never think you know it all, because you don't. Stay humble, and be kind to every single person you encounter. Never ever forget where you came from!

4. What do you love about Fort Saskatchewan?

Fort Saskatchewan is so unbelievably welcoming and amazing. This is my home now, and I am so happy I found this city. The sense of community here is incredible. I love that my children are being raised here!



5. When you're not running your business, where would we find you?

Enjoying every single minute with my children!

6. What is one thing that people don't know about you?

I used to be a competitive gymnast.

7. If we're buying, what are you having?

Vodka Cranberry and Filet Mignon

[Website](#)

Check out Simply Stunning's every easy day updo [tutorial](#)

Ask an Expert

Every Month we will feature a new expert. Please [email](#) your questions and we will seek out an expert to answer them



Cynthia Walker - Owner & Lead Creative Strategist

Women in Business Committee Member & Fort Saskatchewan Chamber of Commerce Board Member

Rebel Soul Creative

[Email Cynthia](#)

As 2017 comes to a close and you're planning for some much needed time off with your family over the holidays, readying yourself for 2018 likely runs a distant third to settling in with a rum and eggnog and your favourite holiday movie.

While I always suggest holding strategy meetings for the upcoming year at the beginning of Q4, when you're a small business owner, your marketing tactics might lean more to the reactive side. With that in mind, as you go into the "off" season, here are some things to consider - so that when you're ready for planning mode in January, you'll have a head start on where you'd like to take your company in 2018.

Budget.

It's not a surprise to see organizations cutting expenses across the board in an attempt to ride out the unpredictability of the economy. Rebel against this thought... and be one of the brave and successful companies who realize that dollars spent on marketing are an investment, not an expense.

Don't have a budget?

Unfortunately, there isn't a rule of thumb to determine a marketing budget that works for all organizations. It depends on company size, revenue, years in business and goals. BUT you can safely bet that your marketing budget should land somewhere between **5-20% of your gross revenue.**

Brand.

Before jumping straight into the execution of marketing tactics (such as social media, website, etc.) you will want to have an established brand to provide the direction that will lead you into those marketing tactics.

Don't have a brand?

Brand is not a do or do not proposition. Everyone has one. But what is brand and why does it matter?

- Brand is intangible. It is the collection of thoughts and feelings that a person or audience holds for you, your product or service, and even your industry. It exists *everywhere* and *everywhen* an emotional connection is made.
- Brands exist in the hearts and minds of your audience. Your brand doesn't belong to you. It belongs to them. The most you can do is be true to yourself, find an audience that cares, and speak directly to them.
- Branding is the art of differentiation, authenticity, consistency and communication.
- Successful brands have a simple, narrow focus. You can't be something to everyone, but you can be everything to someone.

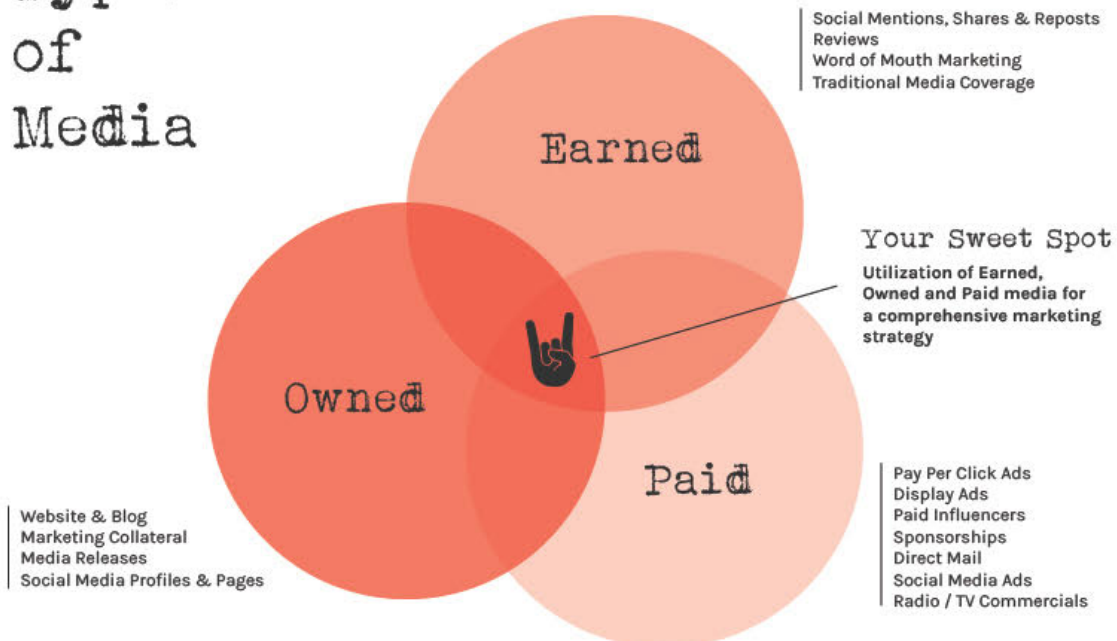
The realization of your authentic brand and knowing how to communicate this to the right audience through relevant and effective mind, heart and business-expanding marketing can be the difference between hit and miss of your sales targets.

Marketing Tactics

A snapshot of the different types of media and marketing tactics can be described in the below image. Because the best brands become a source of identity, pride and commitment to action, how you implement your brand is as important as the brand itself.

In order to leverage owned, earned and paid media, planning is critical to define **what** message you'll be communicating to your audience, **who** you'll be talking to and **when** you'll be communicating to them.

Types of Media



In the simplest terms, think of brand as the heart of your business - the purpose, beliefs and core values behind your commodities; visual identity (including logo) as its face; content and messaging its voice; and all marketing as its actions. When attempting to understand the critical importance of strategic brand and purposeful marketing, it serves well to remember that all aspects must be working in unison to provide a clear, consistent image of the organization and everything it stands for.

Christmas Morning Breakfast

- 16 slices white bread, with crusts removed
- 16 slices ham, or enough to cover the bottom layer of bread
- Sliced cheese, enough to cover the bottom layer of bread
- 6 eggs
- 1/4 tsp salt
- 1/2 tsp pepper
- 1/2 tsp dry mustard powder
- 1 - 2 tsp Worcestershire sauce
- 3 cups (750ml) whole milk
- Dash Tabasco sauce
- 1/4 cup green pepper, finely chopped (optional)
- 1/4 cup minced onion (optional)
- 1/4 cup butter, melted
- 4-5 cups cornflakes

Get directions [here](#)



Thank you Funky Petals

Thank you Funky Petals for hosting our WIB member meet-up! Members left with a beautiful Christmas creation! Call Krista for any last minute Christmas floral's. (780) 998-1991



Mark Your Calendar

If you're having an event, let us know and we will promote it for you! email

[Alana Seymour](#) with your event

Welcome New Members

[AbEx Pharmacy](#) - Dalia El Sayed

[Fort Saskatchewan Acupuncture](#) - Brenna Bouchard

[Ivan Rose Jewelry](#) - Marlene Chatt

[Marge's Country Kitchen](#) - Tammie Pawlik

[Allstate Insurance](#) - Rayna Drury

Do you want to be more involved with Women In Business?

Women in Business is looking for volunteers to help plan their Mad Hatters High Tea to take place in spring 2018. If you are interest please contact [Alana](#)

Member Meetup

Member Meetups

Throughout the year, we will host Women in Business events, but we're also looking to showcase you and your place of business. If you're looking to host a networking event for our Member Meetup series, let us know! We'd love to be a part of it!

[Host a Member Meetup](#)

