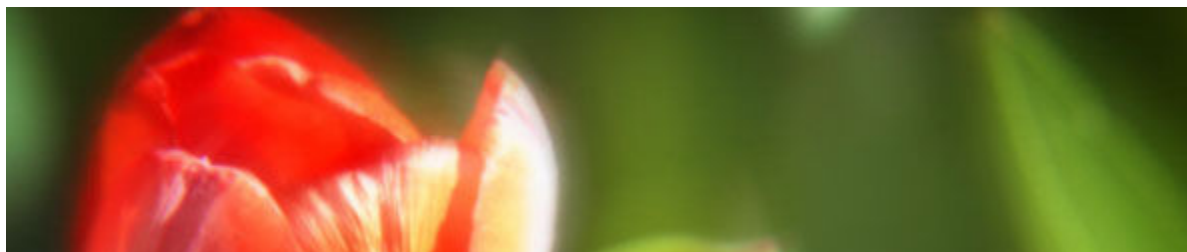


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# Community Times

January 2012

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**We like to keep you updated on all sorts of fun things on our Facebook page!**



Are you interested in hosting a Business After Hours mixer at your location?

Give us a call at 661-245-1212 to get the ball rolling!

## MEMBERSHIP UPDATE

Membership Goal: 160  
Current Members: 63

Help us reach our goal so we can continue helping you reach your goals!

## New and Renewing Members

### Welcome New Members!

Looks like everyone was busy with the holidays - no new members this month!

### Thank You Renewing Members!

- All Seasons Realty
- Blue Rose Pet Salon
- Jennings Realty
- Mitch Wood, State Farm Insurance
- Shelter on the Hill
- Tejon Ranch
- TXI Pacific Custom Materials
- Veterans of Foreign Wars Post 9791

Your support is vital to continuing our programs.

Visit

[www.mymountainchamber.com](http://www.mymountainchamber.com)

for membership benefit information

Joining is quick and easy to do online!

## Next Member Meeting - January 26th at 7:00 p.m.

Our next member meeting is scheduled for Thursday, January 26th at the Mountain Properties Frazier Park Office (on Monterey Trail, across from Don's Gas Station). Agenda topics include a progress update on membership, discussion about membership levels, and a presentation from Charles "Buck" Weber regarding the ETUSD job readiness program. The job readiness program should be of interest to any local business needing an extra hand. Eligible students work in your business for up to 10 hours per week with their wages covered by a grant and workers comp insurance covered by the school district.

The full agenda is available in the "Members" section of the website.

We hope to see you there!



## Website News

January will be the first full month that we can report on our website traffic. So far this month, the two most popular pages (besides the home page) are "Weather" and "Member Directory".

Our old website address directs the highest amount of traffic to the new website, and Yahoo search is in second place.

We are working on finishing up the basics of the website. We've also started on the development necessary to boost our outreach and provide more relevant and timely information to website visitors.

## Referral News

The Chamber works to promote its members in several ways. This past month, we provided information about event venues and upcoming festivals to several callers. If you're a member, we're telling people about your business or event!



### All I Wanted Was a Best Seller!

by Mar Preston

Now that my second murder mystery featuring a Santa Monica Police Department Detective and his activist girlfriend is about to come out, I'm looking at the past year and wishing I could do so many things over.

If you're considering self-publishing your work, look over the following tips and see how they apply to you and your genre.

1. I arrogantly thought it knew it all about self-publishing, or that I could learn it all when I needed to know it. I didn't, and I couldn't.
2. I underestimated how much the publishing marketplace was changing, and how the use of social media would explode.
3. And how hard I would work to get noticed amongst the thousands of titles published each *day*.

4. I was in too much of a hurry.
5. I had no workable plan about how I was going to publicize the book until it was too late, specifically sending out Advanced Reading Copies for reviewers four to six months before the launch date.
6. I had not already established a network of mystery authors who knew me from conferences, meetings, etc. and would promote me.
7. I had no contacts at libraries and bookstores.
8. I didn't put in enough time thinking and planning how I wanted my website to look, which led to costly developer time.
9. I wasted time and money scrambling around trying to find technical help instead of lining it up beforehand, reviewing samples and references.
10. I underestimated by far how much time preparing the files for printing would take.
11. I underestimated by far how long it would take to get a book in my hand.
12. Formatting files for updating the book to the Nook, Smashwords, and other online eseller outlets took far too long. I gave up and hired conversion formatters for hundreds of dollars for each eseller.
13. I had no budget when I began and seriously underestimated how much this would cost.
14. The worst mistake was not hiring an editor and a proofreader. No excuses.
15. I assumed everyone who told me they were buying my book actually would. That did not prove to be true.

### **Hard-Earned Lessons that Apply to Any New Business**

- a. Cost out every possible expense you can before you begin and figure out *how many sales you need at what price* to break even. If you're selling a service or another kind of product, this kind of careful analysis will pay off for you as well. In fact, it's essential.
- b. Besides your family and possibly ten friends, who is going to buy your your service or product. Are they one-time or repeat customers? It matters.
- c. How will everyone else hear about your product, or your service? Do you need to advertise? That's costly. Find out first how costly.

Mar Preston is the author of *No Dice* and the upcoming *Rip-Off*, available as a paperback or Kindle file at Amazon.com and other ebook sellers. She may be reached for specific advice at [marpreston.com](http://marpreston.com) and [marpreston@frazmtn.com](mailto:marpreston@frazmtn.com).

**Note from MCCOC:**

We would love to have articles from our members for the newsletter and website. Are you a restaurant owner who would like to share a favorite recipe? Are you a nonprofit organization wanting to share information about one of your programs? Maybe you're a health care practitioner who would like to inform the community about the health benefits of a particular treatment. Are you a contractor with a fun DIY project to share?

This is a great way to bring attention to your business services without having to do the dreaded "sales pitch". It's also FREE advertising! We'll put your article in the newsletter and website with credit to you as the writer, information about your business, contact information, and a link to your website.

Email those articles to [webmaster@mymountainchamber.com](mailto:webmaster@mymountainchamber.com)!

*Note: We reserve the right to edit slightly for spelling and grammar. Any major changes or suggestions will be forwarded to you for approval prior to publication.*

**Seeking Nominating Committee Members!**

The nominating committee is responsible for developing a slate of candidates for the Chamber Board of Directors, to replace those directors whose terms are expiring.

Email [committees@mymountainchamber.com](mailto:committees@mymountainchamber.com) for more details.

**Your Board Members**

Rachel J. Unell, Interim President and Treasurer

Peter Carroll, Vice-President

Stacey Havener, Immediate Past President

Michi Knight, Secretary

Tammy Sheffield, Director

Michael Berg, Director

Dean Tait, Director

Contact them at [board@mymountainchamber.org](mailto:board@mymountainchamber.org)  
or 661-245-1212

Interested in serving on the board? Let us know!  
The new term starts April 2012

**Upcoming Member Events**

**Mountain Enterprise** - Contest to win tickets to the Harlem Globetrotters at Rabobank Arena on February 16th. Entry deadline is February 2nd.

**Green Dragon Farms** - Vote for their entry in the RainBird Intelligent Use of Water contest. They are entered to win

\$5,000 and are in second place so far due to excellent community support! [Click here to vote!](#)

Want your event included? Email the information to [webmaster@mymountainchamber.com](mailto:webmaster@mymountainchamber.com)

### Have a question or input for us?

Send a note to [board@mymountainchamber.com](mailto:board@mymountainchamber.com)  
Or call 661-245-1212



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