



From the Editor

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Hot Fun In The Summer Time. OMG...especially here in Beverly Hills. People mixing and mingling in parks, skimpy no-nothing clothes and tour buses floating around with sightseers who can't get enough of the rich and

ness in the public eye—especially now—is to stop operating from fear; believe you have the goods to draw the crowds. Be positive you will make it. Don't dwell on the possibility you won't. A positive mind opens many doors. Going around drenched in doom and gloom is the fastest repellent to steer people away. It is just amazing what a smile, happy demeanor and friendly attitude attracts. **As the saying goes... you get more honey from friendly bees than bees who stay away from your hive because you are a total drag!**

If you want business to grow think outside the box. Instead of dreaming about your financial demise, network solutions to bring people to your door. This doesn't require serious bank to promote or advertise either. It requires a brain focused on MAKING IT! Get out, walk around the city, go to events, visit your next door store owner, and talk your talk around the block. Networking is key. Mingling with everyone who has ears and a mouth puts you in a **biz groove** to meet others who want to do the same thing. Maybe you'll meet someone who wants to couple-up and toss an after-hours "see what we have going on party"; make friends with an emailing genius; throw an *in-store* Beauty, Fashion & Health Day with four or five other businesses; have it in one location and everyone invites the world. By mingling and networking like a mad dog you just might meet a person who has a relative—who knows a guy—who will do the marketing, computer, advertising work you need for TRADE. **BOTTOM LINE: it's time for you to LIVE outside the box!**

famous way of life. Keep our fingers crossed, but it looks like businesses are getting increased consumer action for the best Beverly Hills has to offer. Are you supporting our local retail merchants? Make no mistake this is a vital element in helping our city stay strong. More than ever we must keep our shopping agenda here and bring dollars to stores in Beverly Hills who need to keep their doors open.

Because advertising is my business I talk it and hear it every day. And I tell people the same thing: if you want to stay in the public eye GET your business in the public eye. If people don't know your doors are open—they go some where else. They go to a business that promotes what they have to offer. There's way too much competition to take for granted that people will head your way. They won't. Shoppers are fickle and go to places and people that stay in the spotlight. This is why during slow times business-savvy owners step up their public exposure—specifically to stay in the minds of consumers. But operating on a small advertising budget makes it difficult to do so. Some suggestions for keeping your busi-

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Some suggestions for growing your business, changing careers or even finding a job during these slow economic times can be easier than you think. One of my very favorite monthly contributors is not only a business/marketing genius, but a best-selling author—Harvey Mackay. He absolutely ROCKS when it comes to offering advice that works. He has millions of followers who listen and learn not how to survive, but thrive and grow their businesses during rough patches. Go to his web site: www.harveymackay.com and I guarantee you will capture new ideas that will spin you straight into success orbit. His #1 Rule: **NET-WORKING**. It is truly the answer to combating the slow business blues. Don't isolate. Mix and mingle. The more people you get to know—the more people that get to know you.

Now is your chance to go out into the business community and get to know your neighbors. Take time to smell the flowers, chit chat and make friends. It pays off. Not only does it perk up your spirit and make you feel less alone in your work and worries, but you make new contacts that translate into more business for you. Think about it. If you or one of your friends wants something who do you go to? You go to people you know; people that market themselves; people others recommend. And don't forget to return the "recommended by" favor. What goes around...comes around... ●

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