

## WELCOME BACK TO BUSINESS & BUDGETS!

I hope you are having a wonderful Summer! The weeks are quickly flying by and before we know it the kids will be headed back to school.

What goals have you been working on this season? Are you on track to reach your goals? If not, now is the time to switch gears. If you're still talking about "I'm going to start my business when XYZ happens." Stop slowing down your dream and start now! The focus of this email is to help you develop independent platforms online and better engage at in person events.



## DON'T ALLOW SOCIAL MEDIA OUTAGES TO DICTATE YOUR BUSINESS SUCCESS

Facebook/Instagram crashes are happening more and more often. If you are completely dependent on them for making sales, your business is sure to suffer when they go dark. This goes for everyone using their Facebook page as a website and the DM of their Instagram as their only space to close sales. You have to have independent platforms that you can call your own. These sources include websites, booking sites, blogs, landing pages,

independent payment processors and of course an email marketing system for your email list. No technology is perfect, but the sooner that you can make money without social media, the better. If you are currently incapable of closing a sale outside of social media or you need some improvement on how to work better independently online, I have five tips for you.

1. Purchase a custom domain. You can forward this domain anywhere, to a website, a landing page or a booking site. As you grow and develop with your business people will still be able to find you with your domain name.
2. Ensure that you have a payment portal or process in place. You can't make money if people don't have access to a place to pay you.
3. Develop a website as soon as possible. Your website is your full time employee that never takes off. It's always there on the clock, answering questions about your business and making sales.
4. Always use your social media platforms to push people to your website.
5. Start developing your email list ASAP. Gifting new subscribers with a freebie is a great tactic to increase your email list quickly.

Don't let the next social media crash leave you and your business in the dark. Being in control of your sales requires you to always be accessible to your audience. Stay in control of your income by working independently of social media. If you need assistance with developing a landing page, email list or website, [click here](#).

## SUMMER VENDING & POPUP SHOPS

Summer is still in full swing, which gives product based business owners tons of opportunity to grow their audience with their popup presence. Popups, festivals and other vending opportunities can also be useful for service based businesses if they engage effectively. One thing to keep in mind when vending, is to develop a path for future sales. Just because someone doesn't purchase from you right now, doesn't mean that they won't become a customer in the future. Be sure to have a plan of action to drip-feed content, information and promotions to that group of people, who showed interest but didn't make a purchase. There are a variety of ways that you can do this.

You can have a sign-up list available to grow your email list: either a paper and pen



sign-up or a tablet directed to your sign-up page. Be sure to have business cards or mini-flyers available that will have your website listed, along with a list of your products/services. Encourage interested individuals to take marketing material with them. If you are product based be sure to have samples available for your potential customers to test out. Don't be so stuck on making sales, that you miss out on meaningful engagement opportunities. There are quite a few places you can look for

vending opportunities, including but not limited to Eventbrite, MeetUp, Facebook events, Instagram and by joining local networker email lists.

## MOMPREENEUR MOMENT: MAKING A SCHEDULE

While summer months are a season of happiness for our little people, this can be a very stressful season for us parents. A schedule is absolutely necessary if you want to keep your sanity in tact until August. The type of schedule that you will develop will be based on your children's summer presence. Are they in day camp? Home all day? Or off to Dad's house every other weekend? Once you determine what days and times you and your kid(s) will be together you can start mapping out a plan. When I am planning our schedule, I include five categories:

1. Creative Time: Drawing, legos, painting, clay, etc.
2. Learning Time: Educational games, daily essays or Bridge activities

3. Fun Time: A bit of TV, video games, board games, crafts and outdoor play
4. Down Time: My son no longer takes naps, but we still include quiet time (reading, puzzles, etc.)
5. Eating Time: Might as well build it in the schedule and save myself a headache

I like to map tasks out on a hourly basis, always ready to be flexible of course. Having hourly switch-offs keeps the day flowing, which avoids little people boredom from kicking in. When my son is with me all day I aim for two to three hours of educational time and a mix of the remainder. When he's in camp or school I only aim for one educational hour. Make sure to align your child's schedule with yours. For example, if you need to be on the phone in the rising from 10am to 11am, make that your child's quiet hour. Overlap your lunch times so that you can eat together when possible. Make a plan that works for you, your family and your overall peace of mind.

## SONSHINE ENTERPRISE COMPANY UPDATES

### NEW MERCH ALERT

If you haven't already shopped with Sonshine Enterprise for your Entrepreneur and Mompreneur gear, you're missing out! Make sure to go check out our new releases including our "[STARTED LIVING MY DREAM](#)" sets as well as a new Mommy & Me set! Both are available in a variety of colors and you can customize your dream shirt with your startup year!



## **CUSTOM MERCHANDISE FOR YOUR BUSINESS**

If you are seeking a reliable company to assist you with developing merchandise for your brand, our sister store [IdentiFly Customs](#) would love to help. Just click here to submit your [interest form](#) and make sure to follow them on Instagram [@IdentiFLY\\_customs](#) Whether you need shirts, hats, mugs or something else, IdentiFLY will help you get the job done.

## **DATABASE FOR BLACK BUSINESSES IN ATLANTA**

If you haven't already submitted your Atlanta business to my Business Listing page be sure to do so. If you are not physically located in Atlanta, but you serve the area, please submit your business. This database will be launched once I have fifty businesses confirmed, more than half of the slots are filled. These businesses will be offered the special bonus of having free access and membership for life as the database grows. To submit your business [click here!](#)

## **SOCIAL MEDIA GROWTH GOALS**

I opened up this email discussing the need to be independent of social media platforms. I won't take that back. Though, I am extremely focused on reaching my goal of 10,000 followers as soon as possible. Reaching this goal will give me access to the swipe up feature! Where I can of course link my website or directly link whatever product/service I am endorsing. My goal for July is to reach 7500 followers, I would absolutely love for you to share my profile to your page and encourage others to follow me

[@Sonshine\\_Enterprise.](#)

## **MY DEBT-FREE JOURNEY SETBACK**

If you follow me on Instagram you know that I have been being very transparent with my Debt-Free Journey. This month my end of the month debt total went up instead of going down, by nearly \$1000. "How" you ask? From two small accounting errors on my end. I recently started to payback my debt that had been sent to collections back in 2017. I misestimated the value of one of these credit cards by \$700. The other mistake I made

was forgetting to account for the interest that restarted when I began making payments on one of my personal loans. Hey, mistakes happen and as long as I keep going, I keep winning.

## UPCOMING EVENTS

These events are aimed at the metro Atlanta area so here are a few websites to use if you are seeking something different or elsewhere: [Meetup](#), [Eventbrite](#) and [Whim](#).

### [A Taste of Etiquette](#)

July 20th, 12pm-3pm

Seasons 52, 3050 Peachtree Rd NW, Atlanta, GA

### [Dream 2 Realitea](#)

July 18th, 7pm & July 25th, 7pm

Online Zoom Meeting

### [Business & Bubbly: Launch Your Business On A Small Budget](#)

July 13th, 1pm-3pm

445 Windy Hill Rd #232, Marietta, GA

### [Ultimate Business Tune-Up](#)

July 30th, 6:30pm-7:30pm

55 Trinity Avenue SW, Atlanta, GA

If you would like your event featured email us at [info@sonshineenterprise.com](mailto:info@sonshineenterprise.com)

Make sure to subscribe to [The Sonshine Enterprise mailing list](#) to never miss a post.