

Clay
2024

CONNECTIONS

YOUR NETWORKING BUSINESS GUIDE



CLAY TODAY



PUBLISHER

Farris Robinson

Farris@claytodayonline.com

ADVERTISING SALES

Leesa Tillman

leesa@claytodayonline.com

Jill McLeod

jill@claytodayonline.com

Brittany Lucent

brittany@claytodayonline.com

Mindy Clark

mindy@claytodayonline.com

CREATIVE SERVICES

Sheila Holcombe

sheila@claytodayonline.com

Michele McNeill

michele@claytodayonline.com

Lisa Murphy

lisa@claytodayonline.com

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published by the Clay Today.

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NOTE FROM THE PUBLISHER

Welcome to the first edition of "Clay Connections"

The Power of Small Businesses in Our Community

In the tapestry of community life, small businesses are the vibrant threads that bind us together. Beyond brick-and-mortar storefronts, these enterprises are the pulse of our neighborhoods, fostering economic resilience and nurturing unique identities. Small businesses don't just create jobs; they create connections, becoming gathering places where neighbors share stories and build a sense of belonging. Their strength lies in adaptability, tailoring services to local needs and contributing to the cultural tapestry of the area. Choosing to support a local business is an investment in the community's prosperity, as dollars circulate within, creating a positive ripple effect. During challenging times, these businesses often stand resilient, anchoring the community and pulling through together. With philanthropy and community engagement, they go beyond commerce, actively contributing to the well-being of their surroundings. Small businesses are not just storefronts; they're the heartbeat of a thriving, interconnected community.

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Pay it forward: *Local businesses can help each other*



The power of small businesses is immense. However, starting a small business is no easy venture. The financial resource *Fortunly* states that roughly 22 percent of small businesses will fail in their first year of operation. Thirty percent fail because they run out of cash. One of the ways a small business can do better is to utilize the support of other local businesses.

Business owners often conduct market research to identify who their competition is and to determine if there is room in the market for their products or services. It's just as important for established business owners to keep up with the who's who in the business community, as doing so can pave the way for collaborative efforts that benefit all local businesses. Here are some ways small business owners can support one another.

- Offer reassurance: Simply knowing they are not alone can help a small business owner survive. Owning a business can be stressful, and having another person acknowledge that it's alright to feel overwhelmed at times can be the spark owners need to press on.
- Share opportunities: A business owner who discovers a resource or an opportunity that worked for him or her, or even one that didn't work but may for another, can pass on the information to another small business owner. It's not about driving others down, but lifting them up.
- Cross-promotion: Business owners can show support by promoting other businesses in their communities. Make a bulletin board (either in-person or online) of other local business cards to recommend. This exhibits your community spirit and builds camaraderie. Use every opportunity to refer complementary businesses. For example, a local pet shop may recommend a pet groomer or veterinarian.
- Organize networking events: Whether it's done through a local Chamber of Commerce or individual efforts, small business owners can spearhead events that get other business owners together to network and share ideas. These meetings can be informal to help others let off steam at the same time.
- Volunteer and donate: Small businesses can meet other business owners, but also become more involved in their communities through volunteer events. Partner with charities or other local businesses to promote philanthropic efforts. School supply giveaways, beach sweeps, community park refurbishments, or even supporting efforts to clean trash from Main Street are great ways to get involved.

Small business owners willing to work together can collectively improve their communities, which should benefit everyone's bottom line.

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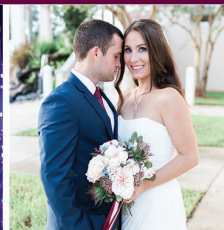
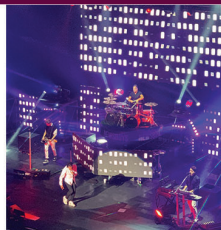
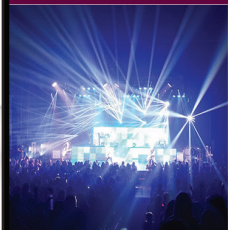


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| Newspaper Readership is Impressive! |

The most recent newspaper industry trends confirm that newspapers have a large and loyal base of readers.

- More than 124 million U.S. adults, or more than 6 out of 10, read newspaper media each week
- Fifty-eight percent of adults aged 18-34, and more than 6 in 10 adults aged 35+, read a newspaper
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- Advertising in Newspapers Cause Readers to Act: The Top 10 Consumer Actions Taken
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