

Weekly Bulletin



the
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phantom

Helping you create the words to grow your business

Week of February 11, 2019

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**The Phantom
Challenge!**

Step Back And Take A Look!

Sometimes we get so caught up in what we want to tell folks about our business that we forget to look at our websites as potential clients. I recently had to do some revamping of my own to make [my website](#) clearer and easier for customers to navigate. We are living in a day and age where everyone is so busy that no one has a lot of time

to spend reading through screen after screen of words to try and find out how to do business with us. I challenge everyone to take a step back and look at your website as if you were a potential customer. Ask yourself these two questions. Is my sight easy to navigate with clear, concise verbage and is my personality coming through clearly? If not, you may want to do some revamping of your own!

Breakfast Club
Referrals



Let's Keep Those Referrals Flowing!

I was so pleased to see people recommending other small businesses and posting it in the Breakfast Club Group. Let's keep posting so everyone can see how often it comes up that we can refer someone. The more we refer people, the more chances we all have to do business!

Breakfasts are on the last Thursday of each month at [Dino's](#) on Dundas St in Woodstock

at 8:30am. Our next one will be February 28th. To become a member of the group on facebook or get more information, you can message either [Christine](#) or [myself](#) on messenger or email me at brenda@theofficephantom.ca

Let's work and rise together!

What I
Learned This
Week



Our Services Matter!

We are all in business because we want to do what we are passionate about. Yet, sometimes, we get bogged down in the mechanics of it all. Does our letterhead look right? Is our logo okay? Do our business cards look professional enough? Though these things are important, we don't want to lose sight of what really matters. Our products and our services do. The next time you have a transaction with someone, look for the smile on their face, the look of relief or the tear in their eye that appears because you've helped them. Whatever it is you do, it matters. Someone has come to you because they need help with a particular problem or situation. So, the next time you get frustrated

or worried about whether things are perfect or not, don't worry. Nothing is perfect except the passion you put into that magical thing that helps someone else. Now, let's go set the world on fire!

This Week's
Featured
Business



Pets N People

We love our pets like family because that is what they are. So when we need some help walking them, feeding them, letting them out or need someone to look after them while we are away, it stands to reason that we want someone who would treat them like we would. This is where Wendy Ross shines! Wendy and her staff will take care of your pet with the love and kindness that it deserves. Your pet gets to stay in its familiar surroundings and receive top notch care. Wendy's customers love her easy going attitude and her attention to detail. They can rest easy knowing their pets are in the best care possible. If you need someone to visit with your pet, give Wendy a call at 519-533-7628, email her at wendyross@hotmail.com or visit her [facebook](#) page. She will be happy to be there for your pet when you can't be!

If you need assistance starting or growing your business, visit [The Small Business Centre](#) to see how they can help!

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