

# Us in Business

MOBILE BUSINESS DIRECTORY & RESOURCE CENTER

The Digital Business Card

by SLS Apps  
Tecno / Pag. 4

UIB - Who We Are

by R. Lee  
Bio / Pag. 2

UIB - Mobile Business Directory

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Business.  
WWW.USINBUSINESS.SOLUTIONS

## OUR MISSION

*"Promoting economic well-being in and around our community."*

*"Increasing our consciousness to "connect the dots" among our associates."*

*"Creating a thriving environment to bring greater awareness, self-worth and unity within Us in Business."*

UIB THE MARKET PLACE

BUSINESS RESOURCE CENTER

## Get a Stream of New Customers Flowing

By Rick Giles

*Don't discount the power of social media to get you in touch with thousands of potential customers who haven't heard of you yet.*

Making loyal customers happy is always a laudable goal, but what about new customers? A steady stream of new customers discovering and enjoying your products or services can help ensure your business continues to grow. Here are a few ways to get their attention and win their loyalty.

**Start by figuring out who that target customer is** – and just as importantly, who it is not.

While a demographic study will look at age, job title, education level and the like, understanding the customer also means anticipating their problems and the solutions they will be most likely to pursue. Figure out who these target customers are, and plan fu-

ture outreach accordingly.

The tools for the best possible outreach are already there: It's your existing customer base. They know the worth of what you're providing, and the right incentives will get them excited about telling others what they've discovered. Referrals and discounts are always a great option for encouraging this valuable word-of-mouth advertising.

**Don't forget about the other businesses in related niches, or your vendors.** Both can offer valuable leads through networking. Get in touch with local organizations that serve the community around you and help each other provide

CONTINUED ON PAGE 4



**BUSINESS**

**UIB - WHO WE ARE**

**HOW MANY TIMES** did you NOT visit a place of business **BECAUSE** you didn't know it existed? What is that cost to **YOU** the business owner for each missed opportunity to serve another person? (click here for more)

US IN Business Mobile Business Directory and Resource Center is an online site for businesses in YOUR area. With the touch of your finger you can locate and call YOUR business of choice with ease.

The US IN Business Directory app can be shared via text or email to others, and saved to your home screen for quick accessibility **FREE OF CHARGE**. Search businesses locally by ZIP CODE, CATEGORY, or ALPHABETICALLY.

The US IN Business Directory is one of the fastest growing directories **TODAY**. Businesses are being added to provide a more comprehensive list for YOU. Help spread the word.



Be the US IN Business!



# Search Engine or Directory; what's best for you?

By R LEE MOORE, SR.

*The best thing about the internet is that you find everything. The worst thing about the internet is that you find EVERYTHING! We can solve that problem with the best of both worlds. A mobile directory ON the internet.*

**M**any customers find information on the World Wide Web typically by "Googling" a word or phrase. That's one of the fastest and most used methods resulting in finding what they are searching for, and often much more than they expected.

**Search engine:** a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.

[https://en.wikipedia.org/wiki/Web\\_search\\_engine](https://en.wikipedia.org/wiki/Web_search_engine)

But how do we narrow that search to find businesses, services and opportunities

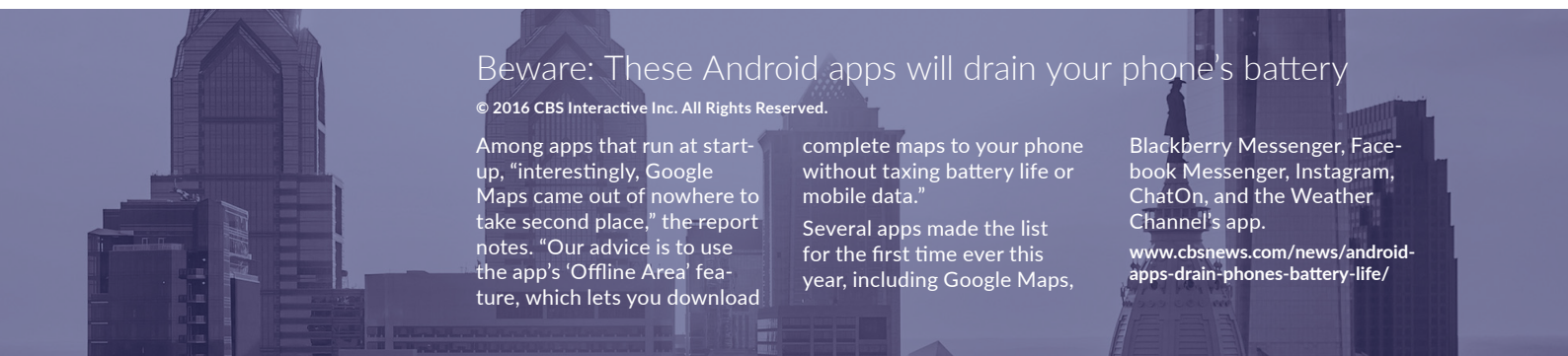
within our communities or local zip codes?

One comment a local business owner does NOT want to hear is, "I didn't know you were here!" or "How long have you been around? I could have used you months ago!"

*The best thing about the internet is that you find everything. The worst thing about the internet is that you find EVERYTHING! We can solve that problem with the best of both worlds. A mobile directory ON the internet.*

A directory is a great way to find you by actually SEEING your listing, but it's also a

**CONTINUED ON PAGE 4**



## Beware: These Android apps will drain your phone's battery

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Among apps that run at start-up, "interestingly, Google Maps came out of nowhere to take second place," the report notes. "Our advice is to use the app's 'Offline Area' feature, which lets you download

complete maps to your phone without taxing battery life or mobile data."

Several apps made the list for the first time ever this year, including Google Maps,

Blackberry Messenger, Facebook Messenger, Instagram, ChatOn, and the Weather Channel's app.

[www.cbsnews.com/news/android-apps-drain-phones-battery-life/](http://www.cbsnews.com/news/android-apps-drain-phones-battery-life/)



PAUL WOODS

# East meets West - A Dynamic Duo

By Paul Woods

*Philadelphia native and graduate of PCA (now University of The Arts) Paul joins forces with his wife Alison to create Woods+Woods design; taking a holistic approach to their clients' needs –*

**B**efore Woods+Woods, Paul worked as a graphic designer at a few big creative firms in New York before becoming the Design Director at Landor Associates and then Executive Creative Director and Partner at SBG Partners (now called The Brand Union). Alison, who recently completed her MFA in Painting at the renowned San Francisco Art Institute, was a senior graphic designer at Lister Butler in New York and then at Atari during its heyday. Some of Paul's most recognizable pre-Woods+Woods work includes brand identities for Embassy Suites, 3M, Warner Bros. Pictures, Disney, The San Francisco Symphony Orchestra, Levi's Jeans, General Mills, Messe Frankfurt, The Dial Corporation, Sun World and Brinker International.

Deciding to branch out on their own, Paul & Alison joined forces under the Woods+Woods moniker. Their influence

on branding and packaging for the computer and software industry is extraordinary in its scope. When they started working with Intuit in the late 80s, Intuit was just a small company with only 20 employees. Woods+Woods produced all of Intuit's brand identities and packaging for 14 years, including Quicken, QuickBooks and TurboTax. Their work helped propel the company to be the multi-billion dollar enterprise it is today. The highly visible black-on-yellow look Woods+Woods created for Symantec's Norton product line set the standard in consumer software packaging for a decade. Other notable companies for whom Woods+Woods produced recognizable work include Apple, Adobe, HP, McAfee, Atari, Lucasfilm, Brøderbund, Club Kidsoft, The Discovery Channel, Hasbro, La Quinta Inn, General Mills, ShiKai, Lantern Moon, Chronicle Books, Sanderling Ventures and Pepsico. And the list goes on and on...

## ABOUT WOODS+WOODS JOINING FORCES

The combination of our team's talents and diverse skills allows Woods+Woods design to take a holistic approach to our clients' needs – going much further than the usual creative agency to ensure that companies succeed with their marketing programs and business growth efforts.

Woods+Woods is a specialty branding, packaging and interactive design firm founded by the husband-and-wife duo, Paul & Alison Woods

## CLIENT SUCCESS JUST A TASTE



WOODS+WOODS has quite an impressive portfolio. You can view their a portion of their designs at:  
[www.woodswoods.com](http://www.woodswoods.com)

## University of the Arts

The University of the Arts  
320 S. Broad St.  
Philadelphia, PA 19102  
[www.uarts.edu](http://www.uarts.edu)

800-616-ARTS • 215-717-6030

Established in 1876, the University of the Arts is one of the nation's only universities dedicated solely to educating students in the visual and performing arts and design.

Located in the heart of

downtown Philadelphia, one of the nation's most culturally vibrant cities, and easy access to world-class theaters, museums and art galleries, as well as the resources of the nation's cultural capitals, New

York and Washington, D.C.

The nearly 1,900 students immerse themselves in a rigorous and well-rounded curriculum that prepares them to be the creative leaders of tomorrow.



## SLS APPS

### DIGITAL BUSINESS CARDS

Are you Mobile Complete?

## Get a Stream of New Customers Flowing -

By Rick Giles

CONTINUED FROM PAGE 1

exciting value for the customer.

**Speaking of getting in touch, a great public relations strategy can position you as an expert in your niche.**

And that provides high-value recognition for a much broader customer base. At the same time, don't discount the power of social media to get you in touch with thousands of potential customers who haven't heard of you yet. This takes ruling over your social media accounts with an iron fist, so it's worth the extra time and expense to hire a seasoned PR professional.

**At this point, deploying the 'big guns' and going with paid advertising might seem like a good option.** And it is – but only if you are confident of your customer demographics and have a plan to target those that will make that investment worthwhile. Once that demographic is clear, look at the purpose of your advertising. Do you want to drive more people to your website? Sell more products? Introduce something new? Drum up excitement for an upcoming event? Plan your advertising specifically around those points to make your dollar go further.

## Search Engine or Directory; what's best for you?

By R. Lee Moore, Sr.

CONTINUED FROM PAGE 2

wonderful way to be SEEN while scrolling along looking for other businesses. The best thing about the internet is that you find everything. The worst thing about the internet is that you find EVERYTHING! We can solve that problem with the best of both worlds. A mobile directory ON the internet.

A directory is a great way to find you by actually SEEING your listing, but it's also a wonderful way to be SEEN while scrolling along looking for other businesses.

**Directory:** a book listing individuals or organizations alphabetically or thematically with details such as names, addresses, and telephone numbers. [https://en.wikipedia.org/wiki/Web\\_directory](https://en.wikipedia.org/wiki/Web_directory)

Try it! Let us know how surprised you are to see businesses, services and opportunities you would never have known were right in your zip code or within driving/walking distance, while looking for "pizza"!!

UIB mobile directory and resource center is dedicated to producing local business directories so that your clients can easily find you. *Looking forward to hearing from you. "BE THE US IN BUSINESS!"*

© 2017 R Lee Moore, Sr, author of *Think Feel Speak Write Do, A guide to fulfilling your purpose.*

**Finally, look at options to expand your offerings.** Are too many customers turning away because your items are too expensive? Create a smaller or different version of your product with a more affordable price point. Are you selling only through brick and mortar stores? Consider going global with a website and small online shop. New customers are waiting to discover you – it's time to help them find you!



## SLS APPS FEATURING THE DIGITAL BUSINESS CARD



FOR UIB DBC GO TO: [WWW.SLSDIGITAL.MOBI/UIB](http://WWW.SLSDIGITAL.MOBI/UIB)



SCAN QR CODE FOR UIB DIGITAL BUSINESS CARD

## US IN BUSINESS

A MOBILE BUSINESS DIRECTORY & RESOURCE CENTER

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