

January 2025

Start The New Year On The Right Foot

Many customers are looking to make changes or improvements in January. Align your messaging with their goals—whether it's promoting products that support healthier lifestyles, offering organizational tools, or services that help them achieve their resolutions. January is perfect for mapping out your marketing efforts for the year. Create a content calendar that highlights key events, holidays, and seasonal opportunities relevant to your business.

Kickstart your social media presence for the year with interactive posts. Share behind-the-scenes content, ask customers about their goals for the year, or run a New Year-themed contest to boost engagement. Thank your loyal customers for their support and let them know you're excited to serve them in 2025. Include a special discount or exclusive offer as a token of appreciation.

Make a FREE consulting appointment with the SBDC to help with any of the above mentioned ideas to any other aspect of your business. We are here to support you!

**Schedule a FREE
Consulting Meeting
with the SBDC**

CLICK HERE



Upcoming Trainings

- Grow with Google- January 14th
- How to build or Repair Credit- January 15th
- Profit Soup- January 21st
- Google AI Tools- January 28th



Practical Ideas for Juggling Responsibilities in the New Year



1. Prioritize and Plan

- Start each day by identifying your top priorities. Use tools like a planner or task management app to organize your schedule.
- Group similar tasks together to save time, such as combining errands when traveling into town.

2. Leverage Community Resources

- Build relationships with other local businesses to share resources, collaborate, or trade services.
- Join local business groups or co-ops to pool knowledge and support.

3. Delegate When Possible

- If you have employees, empower them to take on more responsibilities.
- Consider outsourcing tasks like bookkeeping or marketing to free up your time for core business activities.



4. Set Boundaries

- Clearly define work and personal time to avoid burnout.
- Communicate your boundaries to family, employees, and clients to ensure mutual respect.

5. Stay Flexible and Adaptable

- Weather and other rural-specific challenges can disrupt plans. Build a buffer into your schedule to accommodate unexpected changes.
- Keep backup plans for critical operations, like alternative suppliers or power solutions.

6. Embrace Technology

- Use technology to streamline operations, such as online banking, scheduling apps, or inventory management systems.
- Consider online marketplaces to reach a broader audience without the need for extensive travel.

7. Take Care of Yourself

- Make time for self-care, even if it's just a short walk or quiet time in the evening.
- Stay connected with friends and family to maintain a strong support network.

Balancing responsibilities in a rural setting requires thoughtful planning and a willingness to adapt. By using available resources and staying mindful of your priorities, you can manage your commitments while building a sustainable and fulfilling lifestyle.



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