



Wells Fargo Works for Small Business<sup>SM</sup>

Home  
Wells Fargo  
Works

Start  
Your Business

Run  
Your Business

Grow  
Your Business

Plan  
Business Plan  
Center

Accounts & Services

**Turn your business ideas into a business plan**  
Our new Business Plan Center can help you get your plan out of your head and into a document.

[Learn More](#)

**Wells Fargo Works for Small Business**

Wells Fargo Works is our commitment to small business. By delivering a wide range of products, resources, and guidance, we help businesses everywhere to take the next step toward their goals.



must for  
Wells Fargo  
Works



An introduction to commercial real  
Your Business Your Business



Report on Lending  
Your Business

Business Plan  
Center

Accounts & Services

Next >

## Top 10 duties of a business owner

Which tasks should you take on yourself and which should you delegate? Check out these common business owner responsibilities and decide.

Share | Print

First 1 2 3 4 5 6 7 8 9 10 11 12 Last



### Company Operations

#### Top 10 duties of a business owner

- Write an executive summary
- Decide between legal structures
- Get business licenses and permits
- Part one: Hiring tips
- Part two: Hiring tips
- Protect your intellectual property
- Create a transition strategy
- Choose your successor

### Market Analysis

### Marketing Plan

### Financials

# FOOD FANATICS™

Search Food Fanatics...

HOME FOOD PEOPLE BUSINESS RECIPES ABOUT US BLOG ARCHIVE

TOP STORIES

## Web Exclusive: Coctel de Camarón

This zesty Mexican-inspired shrimp cocktail recipe is ready in a pinch. [Read more](#)



# FOOD FANATICS™

Search Food Fanatics...

HOME FOOD PEOPLE BUSINESS RECIPES ABOUT US BLOG ARCHIVE

Home > Food > On The Lamb

## On The Lamb

by PETER GIANOPULOS

Published: Spring 2014



nearly a generation, lamb has been typecast as a one-cut animal. It was rack of lamb or leg, relegating every other part of the animal to ethnic restaurants and gyros shops.

There's a reason our competition looks ashamed. Our fries stay crispy longer!

**LandMation | WALKER BROS.**

\*Sweet 'Potato' (1,000) hold crispness longer than the 'Crisp' (500) in a comparison test under heat lamps for up to 15 minutes.

**FURTHER READING**

**Not Your Grandma's Meatballs**  
Italian meatballs, Swedish meatballs and everything in between, meatball restaurants are taking over. [Read more](#)

**Braised Lamb Shoulder with Tomato Couscous and Jus**





★ MY ACCOUNT ★

Name Kevin Levick [edit](#)

Email Address klevick@imaginepub.com

Password \*\*\*\*\* [edit](#)

★ MY PROFILE ★

Birth Month April

Preferred Restaurant [edit](#)

[Report Lost or Stolen Card](#)

[Log Out](#)



★ ACTIVATE YOUR 2015 CALENDAR CARD ★ Step 1 of 2

Now that you're the proud owner of a 2015 Chick-fil-A® Calendar, begin activating your Calendar Card by completing the account form below.

\* Email Address  [Have Questions?](#)

\* Confirm Email

\* First Name

\* Last Name


\* Create Password  [Have Questions?](#)

\* Confirm Password

\* Birthday  Month  Day

Pillsbury Recipes

# Recipes



## Chocolate Grasshopper Cheesecake

Mint, chocolate, cheesecake. Three fantastic flavors that come together in one awesome dessert!

User Rating ★★★★★ Rate It

[View Recipe](#)

Want more delicious dishes?  
Sign up for exclusive Members Only recipes on Pillsbury.com!

[Become a Member](#)

facebook

Gold Medal Flour Coupons



# ENJOY!

Get \$0.25 off your next purchase of one bag 5lb. or larger of Gold Medal® Flour by printing the coupon below!\*

\*While supplies last.

Box Tops for Education



LARGE POPCORN, EXTRA BOX TOPS, PLEASE!

THANKS, ROSIE!!

Thanks for all you do!



Box Tops for Education  
Like This Page · February 26, 2013

Rosie's Box Tops helped buy a popcorn machine for the school. Have your earnings helped purchase any fun "extras" for you? — with Bri W'da Prett-Face and Rosie Askew.

Like · Comment · Share

You, Herminia Chase and 1,136 others like this.

49 shares

View 24 more comments

- Cathy Herman Bankhead My Box Tops have bought books for my classroom library. February 26, 2013 at 6:43pm · Like · 1
- Barbara Serkowsky My grand-daughter's class won a pizza party last time. February 26, 2013 at 7:32pm · Like · 1
- Andria Rodriguez Nice! I love box tops! February 26, 2013 at 7:12am · Like · 1
- Faye Conway I like popcorn! February 27, 2013 at 7:35am · Like
- Rosie Askew yay me February 26, 2013 at 6:43pm · Like · 1
- Rosie Trevino Yay! We too! March 2, 2013 at 9:33am · Like

Write a comment...



ENJOY!

Get the receipt and evidence you need to track your progress with our school education program.

\*While supplies last.



## SOARING SUCCESS

Beechcraft executive William E. Brown tells how the aircraft manufacturer reinvented himself. [Read More](#)



Regaining the Offensive

Soaring Success

Health Care Gets Cheaper—Really

The Boardroom

### READ THE LATEST

Innovation



Leadership

BREAKTHROUGH PERFORMANCE

### SUBSCRIBE TODAY

Get the magazine

Email Address

### PAST ISSUES

Select One

### READ OUR BLOGS

Insigniam Innovation

Enterprise Transformation Results

### FOLLOW US



### TWEETS

11 minutes ago  
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae.

40 minutes ago  
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae.

3 hours ago  
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae.

1 day ago

LOGO

LINK

LINK

LINK

LINK

NAV 1

NAV 2

NAV 3

NAV 4

NAV 5

NAV 6

SEARCH

NAV 1

Title of the Advertisement

### Tweets

• 11 mins ago  
From IQ: Here's how Honda's maintained success for so long through .

• 11 mins ago  
From IQ: Here's how Honda's maintained success for so long through .

• 11 mins ago  
From IQ: Here's how Honda's maintained success for so long through .

Technology Transformation Equals Cultural Change  
[Read More](#)

Technology Transformation Equals Cultural Change  
[Read More](#)

Technology Transformation Equals Cultural Change  
[Read More](#)

Technology Transformation Equals Cultural Change  
[Read More](#)

Technology Transformation Equals Cultural Change  
[Read More](#)

Technology Transformation Equals Cultural Change  
[Read More](#)



# Audience: The New Megaphone

The group formerly known as the audience has become your most powerful distribution channel. But they're still the audience.

By Keith Allen

Jason Selman didn't set out to make viral videos.

As the senior vice president of advertising for Public Broadcasting Service, Selman worked to bring some of the network's most recognizable shows to life in a way that would resonate with today's digital audience. The solution was a video series called *How to Fail*.

The four-year series, modeled with four recordings, made popular its top-rated series with ratings of 100 million. *How to Fail* has "Peggy" (highlighted), featuring one person, John Dill, and getting one hour from PBS. PBS then added to audience through social channels. Which PBS can produce such success? Look for Selman and leading marketer next.

www.megaphone.com | page 48

## 15 Ways Brands Cultivate Audience Through Social

1. Respond to everyone - in a brand's language.
2. Broadcast the best pieces of user-generated content featuring your brand.
3. Pick a cause your audience supports and inspire fans to help you make it.
4. Have a mix of content - say the 10:1 rule. For every 10 things you do, you can include promote your product once.
5. If you let down your fans in any way, let 'em know you're sorry.
6. Offer excellent customer support and opportunities.
7. Talk like a human.
8. Make a fan's day/week/month every day/week/month.
9. Realize your fans aren't just brand. Think of it as joining their conversation rather than being there.
10. Be funny. Don't be too funny.

The response was fascinating, funny, touching and viral. The most viral, the video was shared - evidence to the contrary. It resonated across brands. They also revealed something about the nature of modern audiences. Start your conversation and you'll reap the benefits in likes, shares, retweets, impressions and the like.

Making emotional connections requires a vulnerability and a willingness to be on the contrived side for opportunities to create memorable content for your following - whether it's an audience of one or 1 million.

**The Audience Is Broad - Long Like the Audience.**  
Audience was once broadly defined as anyone consuming an ad or reporting. They were spectators, pure observers. In the brand-marketing world, the target audience comprised those whom you hoped would buy your product. You controlled the message. They responded if the audience was (possibly) receptive, your product sold. It was your product's merit.

The steps led that the word "audience" was always used something. They were treated more as a business unit, an unaffiliated group rather than as a group of individuals. The digital audience had had its own marketing. The audience was a unit. It got one message, for some message in all available media.

Today's audience is much more active and relevant, not to mention more fragmented, individual, and it doesn't like being treated. They want their differences recognized and have a lot more media available and preferences. They're more active, more engaged, more involved. They're more active, more engaged, more involved. They're more active, more engaged, more involved. They're more active, more engaged, more involved.

Each social media member today is a megaphone to be or for an audience. They

are people that megaphones to their audience, and from megaphones and so on. The most important and today the brand's goal is to be the voice, which means that content needs to be consistently to brand and attributable so that as many members of that target and larger audience hear the same thing.

The challenge becomes making content so remarkable that your audience becomes a more effective distribution mechanism than you could ever create.

**It All Starts With Remarkable Content.**  
Entrepreneur Peter Brantzen and recent co-founder of the public relations/quarterly advertising service Help a Reporter Out, proclaimed PR and marketing, as they were once known, are gone. The media companies make with social media is using it as an audience building tool. He says, instead, brands should focus on the audience they already have. If you're not great content, your existing audience will bring you the additional audience you want.

"If you're doing something great for your audience, they're going to come to you with their own content." Brantzen says. "Why do we need about it, they'll do the work for you. If you focus on the audience you have, they'll do the PR for you."

And you don't have to be a huge brand to make this happen. Over your independent content strategy can create great content.

The same information below follows, for instance, could their audience to help find a new idea in a small space in 2012. Below they had a video and more sites. Above and below they had a video and more sites. Above and below they had a video and more sites. Above and below they had a video and more sites.

Each social media member today is a megaphone to be or for an audience. They

**If you focus on the audience you have, they'll do the PR for you.**

The challenge is making content so remarkable that your audience becomes a more effective distribution method than you could ever create.

They accomplished it not by begging, but by creating remarkable, quality experiences for those who shared. Some \$100, and Facebook would give you. "You don't negotiate, but a clear intention, your name on the wall, a personalized thank you note, and a photograph of that meeting nothing but a personal email exchange with YouTube were sufficient across the board in quality." If you created \$100 in the name of the people that brought you new repeatable offers you.

These personal connections with the audience worked. The couple surprised their goal, and they've kept social media the foundation of their marketing efforts. On Facebook, fans help determine which items the bakery divides.

"Your audience with the request they desire," Brantzen says. "You can request anything, they will take action."

Based on the interactions Facebook has with its customers on Twitter, it's clear that the network is listening, and it's paying off. "You're personally engaged to every single person who connects with," Brantzen says. "Sometimes it's difficult to see, but by a lesser people taking questions, offer advice in opening a small business, try to connect people with other people who have the same issue, help people who

can, it's more than just a bakery - it's more of a fan club. And we wouldn't be here without our fans, so we're not out there."

**Connecting With an Audience of One.**  
Some brands - like the British real-estate company Rightmove - have made responding to the individual an art. Last fall, Rightmove created a video response for Richard, a man who shared additional love attention to the company's advertisements. The video, Richard said, depicted "the wonderful time of the month that the female gets to enjoy so many things... I like a little justice. I mean like doing, information, sharing, something, why couldn't I get to enjoy the time of my girl? You're not just going to get a girlfriend, as well. You feel there was more, no extreme sports."

Rightmove's video, simply titled "Rightmove Responds - The Truth," has an address on the company's Web site, responding with the year to the month content. It's delightfully tongue-in-cheek, including the message, "The Rightmove site of innovation such as my digital advertising and content being - you might have been using Richard - an actual megaphone. They're not me, I'm sorry to be the one to tell you, but there's no such thing as a happy medium."

The video garnered 13 million views, and showed that the company has a sense of humor and is willing to engage with fans one on one.

"If you create a great response about the room," Brantzen says, "people are going to sit and watch it."

## How the Audience Finds Its Audience

There's a social fan base of media around that would make you the audience. 100 million members and counting.

Sean Parker, founder of Napster (a.k.a. Justin Timberlake's character in "The Social Network"), has joined forces with a company called iStockphoto, brother of Chicago's major (a.k.a. the inspiration for Jimmy Poon's character in *Entourage*), to help determine whether the social space. Along with John Oliver Luckhart, they've announced more than 100 million fans for 300 clients, including President Barack Obama 2012 campaign.

Remember that Obama's victory was due to the fact that he was the first member of the Republican National Committee? If you don't, ask the 100,000 who released in 2008, who made it Facebook.

The company reported in November that it passed 100 million in that-up right.

www.megaphone.com | page 48

## Countries with Top Salaries for Project Practitioners



### The results are in:

Here are the 10 countries that reported the highest median annual salaries for project practitioners, according to the 2013 PMI® Project Management Salary Survey — Eighth Edition. The survey also revealed that the median annualized salary for respondents was US\$88,399.

Published December 2013

i

1 2 3 4 5 6 7 8 9 10

## Countries with Top Salaries for Project Practitioners



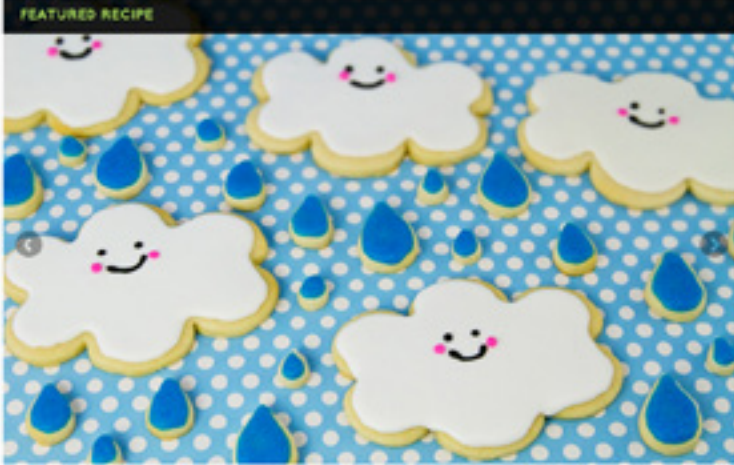
i

1 2 3

4 5 6 7 8 9 10

Global projects are more prevalent than ever. And more mature and well-established project management practices — such as **risk management**, **requirements management** and **stakeholder management** — are needed when working together with team members in markets with less-developed processes.

— *Deby Covey, PMP, technical support manager, certificate management, OSS strategy and operations, GX3, a business-to-business integration company in Los Angeles, California, USA*

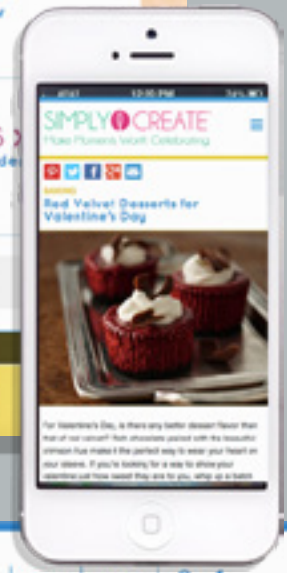
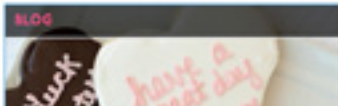


**CREATE SIMPLICITY >**  
Easy DIY projects & recipes with impressive results & little effort.

**CREATE COOL >**  
Trendy decorating ideas, desserts & projects to wow friends & family.

**CREATE MEMORIES >**  
Fun baking, craft & party ideas for the whole family.

TOP TRENDS



Home > Kids > Halloween History

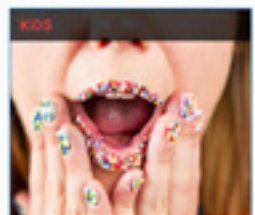


**KIDS**  
**Halloween History**

Why do we wear costumes? Why do we carve pumpkins? Learn Halloween trivia and fun facts in this infographic.



YOU MAY ALSO LIKE:





MTV **Campus VJ SEARCH**

# COMING TO CAMPUS

**Southern Illinois University - Carbondale**  
**May 22, 2006**  
**11am - 3pm**

Your chance to be a **VJ** on **mtvU** and win prizes




*Crown Royal*

# HOME COMING

105



**VENUE** Crown Royal Barbershop  
**ADDRESS** 910 Arnold Ave. Los Angeles, CA  
**DATE** August 10, 2005  
**TIME** 8:00 p.m.



**IT'S ABOUT QUALITY NOT QUANTITY.\***

©2005 Imported by the Crown Royal Company, Stamford, CT. Blended Canadian Whisky. 40% Alc. by Vol. (80 proof).

*Crown Royal*

# FAMILY REUNION

105



**VENUE** Crown Royal Barbershop  
**ADDRESS** 910 Arnold Ave. Los Angeles, CA  
**DATE** August 10, 2005  
**TIME** 8:00 p.m.



**IT'S ABOUT QUALITY NOT QUANTITY.\***

©2005 Imported by the Crown Royal Company, Stamford, CT. Blended Canadian Whisky. 40% Alc. by Vol. (80 proof).

SPONSORED BY  
citi smith barney LEXUS

“MY DAUGHTER THINKS  
MY CHECKBOOK IS A  
‘RENEWABLE RESOURCE’.”

THANKS FOR SHARING.  
WE’RE HERE TO HELP.

1-800-OK-CABLE



ROBERT REDFORD PRESENTS

*the*  
**GREEN**

TUESDAYS 9PM PREMIERES APRIL 17

sundance  
CHANNEL.

for a change.™

LEXUS citi smith barney

ROBERT REDFORD PRESENTS

*the*  
**GREEN**

Every week, a night of shows  
that will inspire and inform you  
about our environment.

PREMIERES  
TUESDAY APRIL 17 9PM E/P

sundance  
CHANNEL.

for a change.™

SUNDANCECHANNEL.COM/THEGREEN



A GIFT  
FOR YOU



sundance  
CHANNEL.