

SelfInformed

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Member Spotlight

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Visibility Marketing Inc.

The Best Ways to Network, Get Leads, & Drive Sales

for the Self-Employed in 2024

Fresh approaches and techniques are used by entrepreneurs, solopreneurs, and small business owners to generate new leads. Lead generation is essential for the growth and diversification of businesses. Regardless of whether you are an entrepreneur, solopreneur, or run a family business, these recommendations can help you overcome lead generation and growth challenges!

Best Practices For Getting New Leads For Entrepreneurs

Quizzes for Engagement

Strategically, quizzes can be a highly effective interactive tool that entrepreneurs should utilize. Create interactive 'quizzes' that focus on basic elements of business such as strategies, market trends, and problem-solving. Not only does it challenge, but it also teaches, promoting active engagement. With a combination of entertainment and thought-provoking ideas, entrepreneurs can cultivate an energetic community that grows through continuous education and cooperative collaboration.



Educational Content as a Showcase

Demonstrating educational content brings valuable insights and knowledge to light, thereby creating a source of ongoing learning. This gives people the ability to broaden their knowledge, which prepares them to succeed in different fields. Be it for self-improvement or career progression, the said content serves as a torch of continuous advantage illumination and skills development.

Advocacy Campaigns for Action

As a strategic way of influencing action, advocacy campaigns can be used by entrepreneurs. Champion policies that help streamline regulation and increase funding access while boosting entrepreneurial education. Mobilization of support and raising awareness help create an environment that spurs audacious action, which leads to economic growth.

Direct Ask for Immediate Engagement

Make a simple invitation and have people join the list. But support this strategy with a steady stream of relevant, interesting emails to ensure continued success. Take a more detailed look at this campaign style with the Meta Ads initiative from The Antarctic & Southern Ocean Coalition.

Lead Generation Tips For Micro and Large-Scale Business Owners

Strategic Advertising: Put lead-generation ads in your potential audience through social media marketing.

Compelling Lead Magnet: Then develop a lead magnet that meets your users' needs and reflects your organization's personality.

Clear Communication: It is very clear about expectations with welcome emails or texts to new leads.

Automated Welcome Series: Use an automated email welcome series to foster long-term relationships.

Immediate Personalization: To learn the going rate for preference information, take polls or short surveys at as early a stage as possible.

Cohort Tracking: The Cohort is a group from the same campaign. We can use Tag Leads to see how these contacts respond over time, yet this also allows us to keep track of individual donations and engagement.



Unique Lead Generation Tactics for Small Business Owners & Solopreneurs

1. Understand Your Ideal Customer

First, to establish a business and generate new leads, you have to ensure what your ideal customer is. For instance, if you are providing academic assistance, then your target audience should be students of high school to universities, generally people of age (16-27); nonetheless, there can be people above this age, but most will fall into it. Similarly, if your business is selling pizza or any other type of fast food, then it should primarily target teenagers.

2. Educate Your Audience, Use CTA And Analytics

You have to educate the audience about your business, and it can be done through SEO. SEO refers to a process of going up the rankings on specific keywords, such as, in this case, when selling

pizza; some examples would be Pizza Near Me or Best Pizza In California, among others. Furthermore, you should use a CTA (Call-To-Action) to its full potential. In that case, here's some copy that might probably convert the visitor into leads such as 'Get 70% Discount By Ordering Now!' Also, make sure the CTA targets your audience. You can utilize tools such as Google Analytics to track data and make necessary changes based on your tactics.

3. Host Relevant Events

You can use industry-related informative programming platforms to promote your activities. To address the company's strengths and create new leads, hosting Q&A sessions with professionals or joining conferences and/or webinars, is another option.

4. Incentivize Referrals

Considering referral programs will enable you to get the best out of your satisfied customers, ask them to vigorously share it among friends and relatives, thus creating a win-win situation. This strategy





not only increases your company's reach, but also enhances customer retention. Happy customers spread the word, increasing your organic growth and reputation. By encouraging referrals, you establish a perpetual motion machine of new client acquisition, which creates an active consortium. By efficiently harnessing word-of-mouth marketing, you turn your clients into active advocates and unlock a network effect that magnifies the power of your brand while building an enduring pillar for long-term business success.

5. Prioritize Quality Content

No matter what medium you choose—newsletters, personal blogs, podcasts, videos or social media networking sites—what should make your content stand out as fresh and worthwhile is how it's written (or otherwise produced). Ask questions that can grab the interest of potential leads while also helping them bond with your brand.

Empowering Entrepreneurs: The NASE Advantage

In 1981, the NASE was established, and it is recognized as one of the largest US non-profit organizations assisting with issues concerning small entrepreneurs. It boasts over 50,000 members, offering massive support via several programs and benefits such as the NASE Foundation, which aims to provide all-inclusive benefits to manage competitive business settings. The NASE's promise extends to microenterprises, which means even the smallest parties have opportunities for supplies as well as fair competition. NASE, a nonpartisan organization that a diverse Board of Directors governs, performs crucial problem-solving functions in microenterprise-related matters and partners with policymakers to address problems including self-employment tax deductions, fair sharing principles, universal health care benefits, and retirement security.

Your Business Could be Featured in our Monthly e-Newsletter!

We want to hear from you!

Each month NASE publishes a new Member Spotlight in our e-Newsletter called SelfInformed, a national newsletter sent to over 50,000 members across the country with the latest news about the self-employed and micro-business community. As part of this national e-Newsletter, we want to shine a spotlight on those members, regardless of where they live, who are operating successful businesses that are growing and thriving.

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See the Latest Press Releases from NASE



Last Minute Tax Filing Advice as Tax Deadline Looms

Apr 10, 2024

With the April 15th tax return filing deadline quickly approaching, NASE offered the advice for those who have not yet filed their 2023 tax return.

[READ FULL STORY →](#)



NASE Releases 5-Point Checklist for Tax Returns for American Public and Small Business Community

Mar 11, 2024

With five weeks until this year's tax filing deadline, NASE released a checklist to help the small business community to prepare, organize and file the most optimized, efficient filing by April 15th deadline.

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The NASE Dependent Scholarship Deadline is Approaching on April 30th!

Apply Today!

With the deadline for the \$3,000 NASE Dependent Scholarship approaching on April 30th, we thought it would be a good idea to share some frequently asked questions. Please read on below and if you have a dependent who will be in college this fall, we encourage you to consider applying.

Who is eligible to apply?

Applicants must meet all of the following criteria to be eligible for this scholarship:

- Be a high school senior, college freshman, sophomore or junior
- Be a legal dependent of a NASE Member in good standing with dues paid current at the time of application and time of award
- Have grade point average of 3.0 or above on a 4.0 scale
- Dependents whose parents are employees or contracted by the NASE or any affiliated company are not eligible for this scholarship.

When is the application deadline?

The application period is January 1st through April 30th of each year.

How do I check the status of my application?

You may login and check for updates. Every applicant will get notified via email the outcome.

When do you review applications?

Applications are reviewed in May.

When is the recommendation deadline?

Recommendations are due by the same time as the application deadline, April 30th of each year.

Should I submit all of my information before I request a recommendation?

No. If you do not have a recommendation to upload, you should request a recommendation as early as possible to insure there is sufficient time for the recommendation to be submitted before the deadline.

What are the selection criteria?

A selection committee will evaluate the applications and select the recipients considering:

- Leadership characteristics, dedication, commitment, above-average academic standing
- Career/education aspirations and goals
- Extracurricular activities
- Community involvement
- Work Experience
- Recommendations of teachers or other references
- Financial need

What can the scholarship be used for?

The scholarships can be applied to:

- Tuition
- Housing
- Meals
- Books
- Supplies

Who is the check made out to?

Scholarship checks are made out to the institutions.

Where are the checks mailed?

The checks are mailed to the student at the address provided in the application. Scholarship winners are responsible to provide them to the institution.

How much is the scholarship award?

Scholarships of \$3,000 will be awarded annually and are not renewable.

Can I use the scholarship at a for-profit institution?

No. Institutions must be accredited, nonprofit two or four-year colleges/universities in the United States.

Is this scholarship renewable?

No, it is a one-time award.

How can I increase my chances of getting a scholarship?

The more information provided in the application the better. In an effort to remain impartial and fair, NASE does not provide tips or individual feedback.

Which school should I list on the application if I have not made a final decision?

You should list your first choice on the application. However, please know that if awarded, you will need to instruct NASE staff which institution you have chosen as we make the checks out to the institutions.

How and when are checks issued?

Checks will be issued in late July or early August to each recipient's mailing address and made payable to the institution selected.

Are scholarships taxable?

In the United States, scholarship funds used exclusively for the payment of tuition or textbooks are normally not taxable. The scholarship recipient is responsible for taxes, if any, that may be assessed against his or her scholarship award. We recommend consulting your tax advisor for more guidance. You may also consult [IRS Publication 970](#) for further information.

My parent's membership in NASE makes me eligible for this scholarship. Whose contact information should I include?

Applicants must register with their personal email addresses. Do not use parent's work email addresses. Your My Profile page should reflect the applicant's (the person who is attending university) legal name and contact information. Parent's/NASE membership information is also needed and will be specifically asked for.

What are my responsibilities if I am chosen as a recipient?

You must enroll as a full-time undergraduate student in the fall of the year in which the scholarships are awarded, continue the entire academic year without interruption unless approved by scholarship sponsor, deliver your scholarship check to the proper office at your institution, and notify the NASE should your check not arrive within 30 days of the issue date.

Whose information should be on the W9 form?

The dependent/person attending college or university, not the NASE Member.

If you still have questions, reach out to: grant_scholarships@nase.org

Decisions of the committees are final and are not subject to appeal. No application feedback will be given.

**The NASE Dependent Scholarship
Deadline is Approaching on April 30th!**

Apply Today!

Valuable!



Member Benefits

Visit [NASE.org](https://www.nase.org) to learn more about the following benefits!

Farmers Insurance ChoiceSM



At NASE, we strive to provide members with access to valuable discount programs. This is why we offer access to Farmers Insurance Choice, which gives members an easy way to compare and shop for auto, home, and renter’s insurance. There are also discounts to save money on coverage.

Through Farmers Insurance Choice, members can receive multiple quotes from various carriers, and they could also:



Choose policies that can be tailored to meet individual needs



Bundle policies for additional savings



Access savings on auto insurance from Farmers GroupSelectSM; others have saved 23%* on average on auto insurance by switching

We’re sharing this information so you’re aware of this program for NASE members. Click below, or call **866-240-7364** to learn more. The NASE member discount code is **BIV**.

Free Quotes
through Farmers Insurance Choice

* Savings based on the average nationwide annual savings in 2022 reported by new customers who called the Farmers GroupSelect employee and affinity member call center, switched their auto insurance to Farmers® branded auto insurance policies issued through the Farmers GroupSelect employee or affinity member program, and realized savings. Potential savings vary by customer and may vary by state and product. Statistics do not reflect sales of products sold on Agent360SM.

Farmers Insurance Choice is used by Farmers General Insurance Agency, Inc. (the “Agency”) and other independent agencies and captive agents to provide consumers a broad choice of insurance providers. Coverage may be underwritten by carriers unaffiliated with Farmers GroupSelect through the Agency. CA License #0D25399.

Program information provided by the following specific insurers seeking to obtain insurance business underwritten by Farmers Property and Casualty Insurance Company and certain of its affiliates: Economy Fire & Casualty Company, Economy Preferred Insurance Company, Farmers Casualty Insurance Company, Farmers Direct Property and Casualty Insurance Company, Farmers Group Property and Casualty Insurance Company, or Farmers Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. List of licenses at farmers.com. Coverage, rates, discounts, and policy features vary by state and product and are available in most states to those who qualify. 4952947.1

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Member Benefits

Visit [NASE.org](https://www.nase.org) to learn more about the following benefits!



When you become a Legal Club member, your business becomes a corporate member of Legal Club's Small Business Plan. The plan is designated for use by the business only.

Free Legal Services*

- ✓ Initial phone consultations during business hours for new legal matters.
- ✓ Attorney will review as many as 5 independent documents each quarter. These include business documents, contracts, signed or unsigned, up to 10 pages each.
- ✓ Initial telephone calls made on behalf of your business if deemed appropriate by your plan attorney (two per month). Follow-up calls are made at the guaranteed low hourly rate.
- ✓ Initial letters written on behalf of your business if deemed appropriate by your plan attorney. Three per month for new subjects; follow-up letters are written at the guaranteed low hourly rate.
- ✓ Initial collection letters are limited to 10 per quarter. More than 10, and any follow up letters, are written at the guaranteed low hourly rate or at the contingency fee percentage, depending upon what you and your plan attorney decide.
- ✓ Face-to-face consultation for each new legal matter. Thirty-minute time limit per subject matter. Time over 30 minutes per subject will be at the guaranteed low hourly rate.
- ✓ Registered Agent for your business in the state in which you are incorporated as well as other states where you do business.

*In certain situations, attorney liability may require plan attorneys to obtain a retainer from the member prior to providing some of the free member benefits. Court costs, filing fees, administrative expenses and time charged for travel to and from any courts are additional.

NOTE: Detailed Legal Services definitions can be found in Section three (3) of the [Plan Guidebook](#).

- NASE Gold Members, Silver Members, Premier Members, and Platinum Plus Members, **No Charge for the Small Business Plan with Membership.**
- NASE Platinum Members can purchase the Small Business Plan for **\$99 per year.**
- NASE Annual Members, Monthly Members, Veteran Members, Access Members, and Bronze Members can purchase the Small Business Plan for the special price of **\$199 per year.**

To find out more about this exceptional program or to sign up, **call Legal Club of America at 1-800-305-6816.** Be sure to mention that you are a NASE Member to receive the discount price.



Member Benefits

Visit [NASE.org](https://www.nase.org) to learn more about the following benefits!

LEGALZOOM

Online legal document preparation services to help you START, GROW and RUN your business.


[Click Here to Get Started](#)

- ✓ Register your business!
- ✓ Run your business!
- ✓ Protect your brand!

Form your business with the right structure for your needs


LLC plans start at \$0 + filing fees.

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Member Benefits

Visit [NASE.org](https://www.nase.org) to learn more about the following benefits!

Handy!



How It Works



Search Small Businesses

Use our website to search small businesses by specialty or location. It's easy to search and find top-rated small businesses.



Compare Small Businesses

After searching for small businesses, learn more by comparing quotes, reviews, and full profiles of each small business.



Contact Small Businesses

Once you find small businesses that you like, contact them to get more information. Our members are happy to hear from you!



SMALL BUSINESS GROWTH GRANTS are Sponsored by Dell Technologies

To access these benefits, visit www.Dell.com/NASE or call **(855) 900-5548** to speak with a Small Business Advisor. For any additional questions around your Dell benefits email NASE's Account Executive at Kelsey_Sewalson@Dell.com

To View the Dell Sponsored Growth Grants

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MEMBER SPOTLIGHT

Visibly Self-Employed

Montrie Rucker Adams, APR, Fellow PRSA, DTM, MBA is president and Chief Visibility Officer of the award-winning Visibility Marketing Inc. Through strategic and effective marketing communications and public relations campaigns, companies become “more visible” thus increasing their awareness and ultimately impacting the bottom line. Clients include government, academic institutions, energy, capital improvement and healthcare institutions.

An award-winning writer, Adams has served as editor-in-chief, editor, and contributed hundreds of articles to several publications.

She was inducted into The Public Relations Society of America’s College of Fellows and earned several awards for her civic contributions. She is also an accomplished public speaker, having received the Distinguished Toastmaster Award from Toastmasters International.

When and why did you join NASE?

I joined NASE almost 3 years ago. A colleague suggested I investigate the organization and consider becoming a member. As a member of several business organizations, I find that NASE is focused on helping businesses grow and thrive. It offers articles featuring business owners that help in my quest to become an exceptional business owner.

What inspired you to enter the field you are in?

I love writing and telling stories. I enjoy communicating the positive contributions individuals and organizations are making in their communities and beyond. Many years ago, I was introduced to the field of public relations. As a writer, I found it to be the best discipline for me after a stint in sales.

When and why did you start your business?

My father owned a business in Puerto Rico. After a few “take your daughter to work days,” I decided at 10-years-old that I wanted to be a business owner. I watched him and saw how he interacted with his employees. I saw the collaboration, and working as a team to satisfy the customer. Even as a child, I knew that what I experienced was what I eventually would do.

It was after my second downsizing experience that I decided it was the best time for me to make good on my dream of business ownership. I had high aspirations in that organization. Once that dream was shattered, I looked at it as a sign to stop hoping and start doing.

How do you market your business?

I built and marketed my business from networking. I serve on community Boards, participate in professional organizations and as often as possible share business information, and highlight successes on social media.

What challenges have you faced in your business? How have you overcome them?

The challenges and lessons are many. Each challenge presents an opportunity to learn and grow.

One of our main challenges is capital. The other is finding key staff. It’s difficult to raise the capital needed to continuously expand. We want to move into different markets, and it takes additional marketing efforts and people to execute the plan to make it happen.

We try to incorporate and experiment with innovative ways to help us move forward. For example, we found that a line of credit is helpful when additional funds are needed. We take advantage of students and interns who are eager to learn and expand their portfolio. We always use creative people to help us and our clients. There are many new online platforms that make our journey easier.

Do you have any employees?

After the COVID-19 pandemic we’ve had to re-set. We lost a few clients and it’s been difficult to rebuild. We also decided to move to a different geographical location. We have two full-time employees and we consistently use very talented independent contractors to assist with many of our engagements.

My goal is always to employ as many people as we can handle while we build a million-dollar business. Though we have had to reassess our future, it still involves adding people to the payroll. I never envisioned a business of one or two. My vision has always been to help others achieve their professional goals and aspirations in the marketing communications field. It was how I became involved, and I love to pay it forward.

What’s your schedule like, what’s a typical day for you?

I begin my day with prayer/meditation and exercise. I walk for one hour in the morning. Most of the day is spent sitting at the computer, so walking early ensures I don’t miss out on much needed movement.

I plan my day prior to going to bed at night. I have a list of “must dos.” As many business owners know, we can easily get off track by a phone call, email, or text.

I check in with my team to make sure all is going smoothly and there aren’t any snags in the deliverables. It’s very important to me that we follow through on our client responsibilities. When





we engage with our client on a project, it's because we come highly recommended, or they have previously worked with us. It's imperative that we maintain our reputation of a company that provides high quality outcomes. I then move from there with phone calls, meetings, reviewing content, marketing plans, proposals, media relationships, and sales. The tasks are many.

What's the best thing about being self-employed?

Our children are in college now, but when they were in school, the best thing was creating my work schedule around theirs. I attended parent-teacher meetings, volunteered at their school, attended sporting events in which they participated (there were many), and was available to take and pick them up from school. Those car rides were the best opportunities to catch up and communicate with them because I had a captive audience.

There is a downside. I often stayed up until after midnight or did not sleep at all. The work didn't stop because I had Mommy duties.

I often balk when people want to start a business because they "don't have to answer to anyone." What I tell them is, "Every client is your boss." You must answer to them the same way you must satisfy your responsibilities where you work. As a business owner, you may have more bosses than you have on a traditional job.

What's the best compliment you've ever received from a client?

Following are two client testimonials that shows the importance I place on doing an exemplary job:

"Montrie is an extremely talented communications professional with unique and diverse experiences. She has advanced herself, the public relations profession, and others as she has built a very successful company, consistently mentoring others in the industry."

"...she is the consummate professional who puts the interests of her profession at the forefront. She spends quality time making a difference in the community and is dedicated to making a genuine impact on this world of ours. She is a walking testament that implementing impactful public relations strategies can make change happen."

What's the most important piece of advice you would give to someone starting their own business?

It's important to study your industry, potential clients, competitors, and skills you may need. Learn as much as you can about how to operate a business. You have access to capital, sales, marketing, payroll, insurance, taxes, human resources...there's a lot that goes into keeping your doors open.

Also, align yourself with successful business owners in your industry. Join and utilize the assets of professional industry organizations. Take advantage of all the business resources available to you. NASE is definitely one of them.

Any other information you would like to share?

The world of business ownership may be alien to some people. There's a lot of work involved, but if it is your passion, the results are rewarding.

Gain as much knowledge as possible and seek help whenever possible. Don't be afraid to ask. There are many people who want you to succeed.



Self-Employed and Micro-Business Owners Continue to Navigate a

Mixed Bag of Economic News

The first weeks of April included a steady stream of economic data that continued to be a mixed bag. While there were continued bright spots, including continued declines in unemployment, inflation increased slightly after falling for several months.

Here is a breakdown of some of the key economic data topline:

1. **Unemployment:** The latest figures show a stable unemployment rate with modest job growth, indicating a resilient labor market. Currently the unemployment rate is 3.7%, which continues the longest streak of below 4% unemployment since 1984, following the Covid spike of almost 15% unemployment in the height of the pandemic.
2. **Consumer Price Index (CPI):** The CPI is one of the measures of inflation. In April, the CPI saw a slight increase in the cost of consumer goods (ex. groceries, utilities, housing), which netted a small uptick in inflation.
3. **Retail Spending:** A good indicator of how consumers are “feeling” about the economy since consumer spending is a significant portion of economic activity. In March, consumers retail ticked up slightly.
4. **Housing Market:** The housing data continues to lag. Permit and mortgage applications were down, most likely the continued pressure of higher than average mortgage rates which is slowing the entire housing market.
5. **Business Confidence and Consumer Sentiment:** This is an important index that provides economist with an outlook from both businesses and consumers. In March, business confidence remained steady, while consumer sentiment saw a slight decline.
6. **Federal Reserve Interest Rate Announcements:** Finally, businesses and consumers are watching closely how might the Federal Reserve respond to the latest economic data, specifically, any indication of recommending interest rates cuts, which, if well timed, could help lagging home sales.

The data shows that the economy continues to maintain some stability following the economic stressors caused by the Covid pandemic and global dynamics, including the Russia/Ukraine conflict, which is impacting global supply chains.

Remember, economic data is complex and dynamic (changes every day), and while these topline provide a snapshot, they are part of a larger, dynamic economic landscape.

Katie Vlietstra is NASE's Vice President for Government Relations and Public Affairs; You can contact her at kvlietstra@nase.org.