



News from Brighton



Spotlight on Business

This week's spotlight is on MINDRA LYNN'S SALON

The spotlight is on Mindra Lynn's Salon this week. The salon is a new business that opened in June of this year and is located at 413 North Maple Street.

Mindy Steward is the owner with Chelsea Nason serving as the stylist. The salon offers services in nails and tanning as well as hair.

Their hours are Monday-Thursday from 9am-9pm, Friday from 9am-7pm, Saturday from 9am-3pm and they are closed on Sunday.

Call the Salon at 618-550-9646 to make an appointment or stop in to check out their newly remodeled building and their services.

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Want your business in the spotlight? All you have to do is register your business and complete the spotlight form.



Give Mindra Lynn's a call at 550-9646 and ask about their back to school special



BACK TO SCHOOL

Need back to school marketing ideas? Look no further. Even if you're not selling school supplies or clothing, there are lots of ways you can attract back to school shoppers to your products and services and increase your back to school sales. These back to school marketing ideas from About Money in an article written by Susan Ward will help your small business take advantage of one of the biggest retail seasons of the year.

1) Tried and true back to school marketing ideas.

Back to school sales are a tradition now and can work well for you if you sell products that are obviously school related. Heavily advertising your back to school products in the back to school marketing period is a natural marketing activity for you if you're selling things such as school supplies or clothing.

And there are a lot of services that fit easily into back to school preparation. Hair salons can offer discounted back to school cuts and hair services; tutors can promote "early bird" registration.

But just because your small business's products or services aren't directly school-related doesn't mean you have to miss out on potential back to school sales.

If the kids going back to school is going to cause your sales to slump, now's the time for "last chance" sales.

2) Marketing ideas for a back to school tie-in

If your products or services have no obvious back to school tie-in, you can still create one. Stretch your brain and forge the back to school connection such as in these marketing ideas:

- Whether selling services or product, a nutrition-related business might offer information on preparing healthy school lunches or even a workshop.
- A business selling cleaning products might back to school market its products as great for cleaning dorm rooms and sell a special "studentpak" of products.
- A watch repair business might run a "be on time for school" special

3) Don't forget the parents.

Don't limit your marketing ideas to kids. Back to school means different schedules for parents, too, and for some, more time to do things for themselves or things they've been putting off.

- Personal care businesses, such as hairdressers, manicurists, and massage therapists can offer discounts on "they've-gone-back to school" appointments.
- Restaurants could offer special menus and/or dishes to encourage patrons to come in for lunch.
- Fitness studios and gyms could offer special workshops or session series in school hours.

The really great thing about targeting students' parents in your back to school marketing is that your promotion can carry on right through September.

4) Be a teachers' pet.

Teachers are another great group to target with your back to school marketing ideas if your products or services are appropriate. Many of the marketing ideas that apply to parents will also work for teachers. Here are a few more marketing ideas:

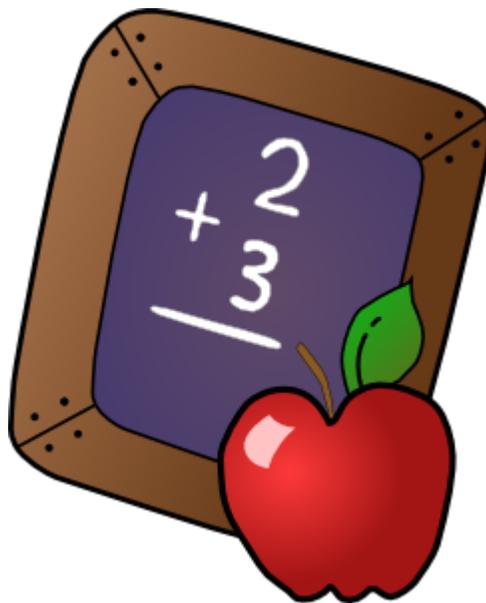
- Car detailing business could offer a special package for teachers only.
- An educational supply store could offer teachers memberships or discount cards.
- A restaurant could offer teachers only a free dinner entrée during the first month of school.

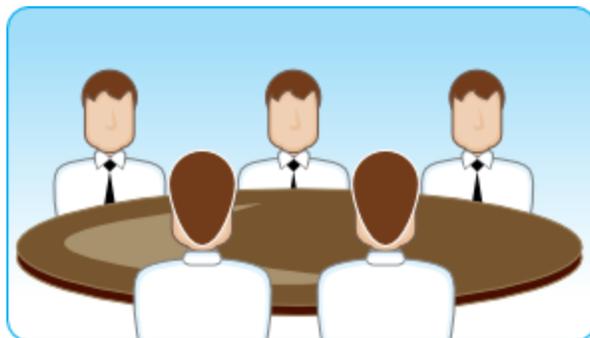
5) Donate to or be a part of Back to School fundraisers

There are many organizations that are collecting school supplies to donate to students who need help. Robings Manor in Brighton is one of those organizations. They are sponsoring a Back to School Supply Bash with many real businesses participating in selling decals. If parents see that your business is committed to the community they may be more likely to shop at your store or use your service.

Get Your Back to School Marketing Ideas Thinking Cap On

This article has truly only scraped the surface of back to school marketing ideas which are really only limited by your imagination. Think about your target market, how back to school impacts their lives and how your products or services could fit in to their lives. The back to school retail season is such a lucrative market that you definitely want your small business to take part in it.





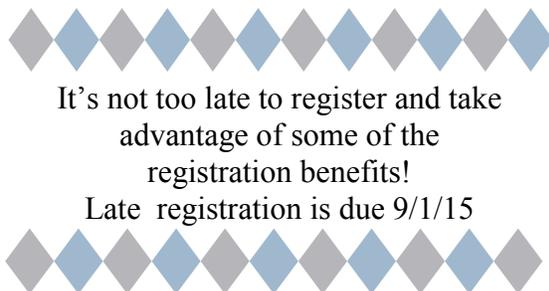
Business registrations were due August 1 for FY 2016. The registration is voluntary and in doing so shows the pride and support, you as business owners, have in our community and the dedication you have to the success of your business.

The Economic Development Committee would like to recognize those businesses that have registered and say **Thank You** for your support of our proud village!

You can expect your registration certificates this week and, if you chose, expect to see your business to be featured in the spotlight in this newsletter, village Facebook page, LED sign, SWJN and on the village website. You will also have an asterisk next to your business listing on the website to indicate registration status.

All registered businesses will be listed in blue in the next paper business directory and have an opportunity to place an ad in the directory for \$5.00.

The directory will be coming out soon. If you would like to place an ad or would like to request some of the directories to give away at your business, please e-mail paigebeilsmith@brightonill.com by 9/1/15





REGISTERED BUSINESSES

Brighton Auto Service, Inc

Brighton Shell

Casey's General Store

Del's Construction

Feldmann Power, Inc.

Garage Door Outfitter

Little Italy's Pizza

Prairie State Title & Escrow, Inc.

Rowen's Kennels

Southwestern Eye Care

Star Memorial

Subway

Three Margarita's

Wilmouth Machine Works

Brighton Pharmacy

CNB Bank

Country Financial

Den-Son, Inc. Cooling & Heating

GW Carwash

Leanne's Pretty Petals

Mindra Lynn's Salon

RMK Employment Solutions

Sivia Business & Legal Services, PC

Southwestern Journal

Step By Step Child Care

Targhetta & Wooldridge Funeral Homes

Watson Law Office

Wayne's Word



News from Mayor Schafer

The Mayor has been out of town. He will be back in the next newsletter

Do you have news you want to share with other businesses in Brighton? Do you have a topic you want addressed? Share your news and ideas with the Economic Development Committee via e-mail to paigebeilsmith@brightonill.com



Require individual user accounts for each employee

Setup a separate account for each individual and require that strong passwords be used for each account. Administrative privileges should only be given to trusted IT staff and key personnel.

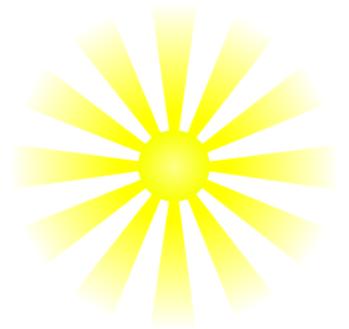
From FCC.gov

Look for more tips on how to keep your business data safe in future newsletters

QUOTE CORNER

To be upset over what you don't have
is to waste what you do have.

-Ken S. Keyes, Jr.



HAVE A GREAT WEEK!

Upcoming events:

| | |
|---------|----------------------------------|
| Sept 13 | MS Bike ride route thru Brighton |
| Sep 18 | Red Cross Blood Drive |
| Oct 1 | EMV compliance due date |
| Oct 24 | Frighten Brighton |

Visit our website at
WWW.BrightonIll.com
For a calendar of all
village events and
other information



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