

August 2017

## Square Point of Sale Setup

Square is an excellent point of sale solution for small businesses. Whether you sell goods or services, Square is an easy to use system for processing your cash and credit sales.

Square can even help you manage your inventory, and offers sales reports and invoicing. Credit and Debit card processing fees are low, and free processing for the first \$1,000 in sales is available with a referral link.

If you lack the time or technical skills to set up the system yourself, GBS can handle it for you:

- Creating your Square account
- Providing a list of hardware to purchase
- Installing the hardware
- Setup of inventory items, tax rates, tips
- Creating user profiles
- Defining report parameters
- Manager training

Contact us to discuss your point of sale needs and how GBS can make your setup easy!



## This Issue's Focus:

### POS Setup

Web Design/Hosting  
SEO & Analytics  
Animation  
Illustration  
Consulting  
Project Management  
Social Media  
Inside Sales  
Logo Design  
Print Materials  
Trade Show Booths  
Training  
Video Production  
Voice Over Services  
Photography  
Email Marketing

Follow Our

BLOG

## Social Media for Business Bootcamp Scheduled

Holly Gibbons will instruct a 4-week “Social Media for Business Boot Camp” training at Clarion University—Venango Campus. The class will run from October 18 through November 8, 2017.

This weekly class will prepare anyone responsible for a business’ or organization’s marketing to engage effectively in social media.

The course includes hands-on training, and will cover all aspects of social media marketing. Participants will receive a Certificate of Completion.

To register, contact Tammy Dulaney at Clarion University—Venango Campus: 814-676-6591 ext. 1237 or [tbeach@clarion.edu](mailto:tbeach@clarion.edu).

## New Keystone CEC Site

The GBS team is wrapping up the new [keystone-cec.org](http://keystone-cec.org) website. This cleaner, mobile-friendly, user-friendly site now has a consistent look with CEC’s social media and other marketing assets.

## Customer Spotlight: Parker Consults

One of the professionals using GBS’ services is Neal Parker Consults of Franklin. This client is a perfect example of GBS’ ability to work with the smallest of businesses and independent professionals, as well as large businesses and organizations.

As an independent soil science and environmental science consulting business, Neal needed to reach a broad geographic area affordably. GBS provided him with website development, web hosting, and logo design that fit his budget.

Neal has significant experience to recommend him to clients, which we helped him relay in his website content. The site is clean and simple in design, includes only three pages, and features a detailed explanation of each of the services he offers.

The website also matches the logo that GBS developed for Parker Consults.

It was created in a simple, graphic style and clearly relays through imagery and colors the soil and environmental field Neal works in.

GBS learns a great deal from every new customer. Soil Science was something our team knew nothing about, but that didn’t prevent us from filling this client’s needs.

Visit Parker Consults’ website at [www.parkerconsults-soils.com](http://www.parkerconsults-soils.com).



## Marketing Tip

By Linda S. Henderson

“How can I help you?” No matter what business you're in, that is the core of your marketing mantra – how you can best help your customer. Next is, what can you do better than your competitor to help your customer?

Our focus, as a marketing company, is to help you tell your story, craft your message, reach your audience, and grow your business. As a business person, you are your best marketer. As you greet potential customers, sell an idea, or sell yourself, you need to be answering the question of how you can help the person standing in front of you. There is no better marketing than word of mouth. No matter how slick your marketing campaign, how your customers talk about your actual delivery will be central to your success. *How you help your customer* is the final measure. Do it well and we've got plenty to talk about in your marketing campaigns!

## GBS Moves to New Office

Yes, you heard us right—GBS has once again outgrown its location! Sharing space with our sister company, Porch Music Store, we found we needed to have a space away from the bustle and sound—however sweet they are—that come with a music store. So, you can now find Holly and our sales and administrative staff in Suite #115 at the Emerging Technology Center, 191 Howard St. in Franklin. Linda continues to work out of her editing studio at the 409 13th Street location.

You will see an expansion of our training schedule at the Emerging Technology Center in the coming months. Watch our website, newsletter, and social media pages for announcements of these and our SeniorLink classes.

Note that our mailing address, phone, and email all remain the same!

## 2017 Youth Entrepreneur Training a Success!

Our first “Exploring Entrepreneurship” training was held June 8 & 9 at Youth Alternatives in Franklin. Eighteen youth completed the training, and had a great time exploring their futures as a business owner. They received completion certificates and handouts that will help them pursue their dreams of entrepreneurship.

GBS partners and trainers Holly Gibbons and Linda Henderson led this 2-day training, with the support of Youth Alternatives staff. Thanks to the following volunteer speakers for giving of their time and experience to help these youth explore entrepreneurship: Deanna Wolfgong of DS Music Therapy; Oil City caterer John Kluck; Will Price of the United Way of Venango County; Jodi Lewis of the Franklin Area Chamber of Commerce; Venango County Commissioner Chip Abramovic; Ashley Cowles and Jessica Falco of FLEX; and Ryan & Jess Rudegear of Buffalo Street Lanes.

Thanks also goes out to the Clarion Small Business Development Center, Franklin Area Chamber of Commerce, Franklin-Oil Region Credit Union, Venango Area Chamber of Commerce, and Buffalo Street Lanes for providing swag for the participants.

Follow us on Facebook for announcements of future trainings!



## Team Spotlight



GBS welcomes Graphic Designer Amber Schoener to our team of pros!

Amber graduated from Edinboro University with a Bachelor's in Graphic Design, and Minor in Psychology.

Her 10+ years of experience covers the full spectrum of design and marketing assets. Her experience in specific industries includes heavy equipment and banking.



## GBS Cares

GBS was Gold Sponsor of the Oil Region Cycling Classic event held in June.

Our support consisted of creating the event's logo, website and web graphics, participant registration form, flyer, posters, and providing social media and other marketing assistance.



Once again, GBS has created the Applefest logo! We will also be one of the event's sponsors.