

# EAGA Business Builder

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## Today's speaker was Stan Byars—Milagro Media



Mr. Byars is an Arkansas native. He grew up in Dell, AR. A small town located in the north-east corner of the state. Over there near the borders of Missouri, Tennessee and Mississippi; pretty close to Blytheville and Gosnell. When Stan says he came from a small town, he was using that term literally. In Stan's younger days, the population was about 383. He noted that the population remained roughly the same because whenever a girl got pregnant, a guy left town. With the population aging, and some of the youngsters not returning home after college, the town's website (yes they have a website) notes that the population in 2016 was down to just over 200. Stan was one of those youngsters that left town—for the college reason, not the others. Leaving town, he headed west on highway 18; took a right onto I-555 for a brief time; then onto US 67 until, at the end of his 175 mile adventure, he arrived at the University of Central Arkansas in Conway. (As a result, pro basketball player, Scottie Pippin can boast of attending the same University as Stan Byars). After college, Stan moved to Dallas where he took a job with the Schlitz Beer Company. While in Dallas, Stan's Mom called to let him know that he had received written greetings from the President of the United States. Mr. Byars accepted the invitation and joined the Army where he served in the 82nd Airborne Artillery Division. He voluntarily applied for tours in Viet Nam - a couple of times. After the military service, Stan returned to Dallas and "worked" in the insurance business. Usually he made the quota in two days each week, so it sounds like he had a job goofing off and a profitable hobby selling insurance. While in Dallas, he met his wife, Donna (and that led to three children and, so far, one grand child). The Byars next moved to Albuquerque where Stan was a D.J. on an early morning radio show. It didn't appear to be a long term prospect for Stan, so he went off the air and moved into sales at KRKE. He was quite good at his job, and Stan acquired a reputation that would serve him well as the volatile radio industry kept changing. Gaylord Broadcasting sold to Peoria Journal Star. Stan stayed in sales and moved to Channel 13 TV. As that ownership changed; and then that ownership changed; Mr. Byars was able to stay the course. - - - until he had a mild heart attack. That term "mild" may mean "not as serious as it could have been", but it was big enough to make Stan think a bit about what he wanted to do in the future. After his hospital stay, Mr. Byars decided to start his own business. First it was in the familiar advertising/marketing industry. But he soon migrated into the real estate business. At one point, he ran the 11th largest real estate company in the city—with 55 agents. The company sold to Coldwell Banker and Stan headed into the next adventures. Property management of about 200 units; then traveling around raising money for Television Stations; and to Milagro Media, a 'Reputation Marketing Company'. One of the passé methods of increasing business, 'referral marketing' is basically a one-to-one process. Some one refers your company to a potential customer. Presuming that the referring party is trusted, the referral will likely result in a sale. Another referral will work the same way, although they don't all result in a sale. It is a positive way of generating business, but it takes quite a while to produce substantial results. Contrast that to 'Review Marketing', which is a process where someone reviews your business, then broadcasts the information to thousands of people. The current shopping generation uses online sources for purchase decisions 92% of the time. They are searching for that information because they already have the funds and are going to buy somewhere. Statistics show that they look at 10 reviews before making a decision, so your advertisements/presentation has to be catchy. It appears that videos are quite helpful for that. The previously mentioned shoppers say that after reviewing products or services via advertising videos, they have a 70% likelihood of contacting that company. An even more impressive (or weird) statistic is that the persons reviewing the products via video have a 64% likelihood of referring the company to their friends—even though those reviewers have not yet ever purchased anything from the company themselves. If you want to learn more about what Miagro Media does, and how they can do it for you, contact Stan at 505-250-8817. He can also provide some information on the upcoming 5G wireless service that is on the horizon. Projected to be so much faster than current cable connections that you can get those Millennial folks to provide tons of referrals to your company with, or without, getting their business too.

## Business Leads:

None noted today

## Reciprocity:

None noted today

- ◆ EAGA is in the process of verifying and updating member information so that the upcoming printed roster is completely accurate. Please take a minute to go to the EAGA website and verify your information. Make changes as necessary. If you have any questions, please contact Executive Director, Mario or President Soren.

## Badge Board Greeters

Feb 6th	Adam Tafoya—New York Life
Feb 13th	Tim Baca—Kangen Water Center
Feb 20th	Terry White—Sunwest Trust
Feb 27th	Raul Rodriguez—Kings of Wrap
Mar 6th	Mark Bidwell—Rio Grande Title Company
Mar 13th	
Mar 20th	
Mar 27th	
Apr 3rd	
Apr 10th	
Apr 17th	Kevin Lorenzen—Aflac

## Upcoming Speakers

Feb 6th	Robert Biernacki—Waterquest Landscaping
Feb 13th	Mike Skolnick—Excalibur Realty
Feb 20th	Phil Kenny—Trucks Unique
Feb 27th	Eric Berger—American Linen & Uniform Supply
Mar 6th	Pat Maloy—Maloy Mobile Storage
Mar 13th	Manny Corrales—Vigilant Security Management
Mar 20th	Phil Houser—Document Solutions
Mar 27th	Paul Jew—Moji Studios
Apr 3rd	
Apr 10th	
Apr 17th	

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