

EAGA Business Builder

Continued decrease in Covid-19 cases. Success in meeting the reopening limits...but the Democratic Convention has the governor's attention instead. August 18, 2020

Today's presenter was Jukka Jumisko—WSI Web Enhancers



Mr. Jumisko is the President / Owner of a local company that specializes in Internet Marketing Strategies, SEO, PPC, Websites and Mobile Apps. They are the #1 Internet Marketing Company in New Mexico. That is a pretty good summary of the offerings that WSI provides and it came from the opening page of Jukka's LinkedIn account. Mr. Jumisko used the presentation time today to provide us with valuable information about LinkedIn—the on-line professional networking service. In order to use the LinkedIn platform to your best advantage you need to know why you have an account there in the first place. People that are business owners or members of upper management of a company almost always have the account because they want to promote their business, not because they are searching for a job. Given that scenario, it is most important to understand that "it's not who you know, but who knows, and remembers you". Your goal is for potential customers to think of you, and your business, when they are looking for your particular product or service. To that end, your LinkedIn platform should make a 'sales pitch' instead of being a display of your personal resume. It all starts at the beginning. Have a professional oriented, or business related, picture of yourself. Fix your profile on the site so that it displays the primary qualities and offerings of your business. If you have colleagues within your company that are also establishing LinkedIn accounts, have the profiles be consistent. Establishing connections is the way to get people to remember you. Jukka explained that there are three formal levels within LinkedIn. First degree connections are LinkedIn members that have formally connected by accepting your connection request (or you accepting theirs). People within this level can message back and forth for free. Obviously, the plan would be to have as many beneficial first degree connections as you can. But emphasis on the 'beneficial' aspect. The quantity of connections that you have is not anywhere near as important as the quality of your connections. The quality is based on how beneficial they are to your business. The next level of connectivity within LinkedIn is called 'second degree connections'. A second degree connection is someone that is connected to one, or more, of your first degree connections. If you have a 'Basic' LinkedIn membership, direct communication with second degree people is limited to 25 per day for free. You can attempt to convert them to a first degree connection by sending a connectivity request. The final level of LinkedIn continues down the pyramid to what is called third level connections. Those are people that are not within the first two levels for your account, but who are connected to one of your second level connections. You cannot communicate directly with those people unless you do so via a separate, subscription required, app called InMail. Before we discuss the next section of LinkedIn communication options, maybe it would be good to ask "Is all this worth the effort?" The answer, as with all of life is "Maybe". LinkedIn is worldwide, and there are nearly 200 million members from the United States. Again, don't forget that 'beneficial' aspect. You probably don't need or want to associate with everyone from the USA. There are, however, approximately 44,000 business owners from New Mexico on there. So possibly discussion about the next section of LinkedIn communication options would be useful. That option is connecting via groups. If you belong to a group, you can communicate directly with any other member of that group. So being in beneficial groups is quite useful for your business building goal. (Remember that emphasis on 'beneficial'). Some groups are public for anyone to join, some are private and require 'acceptance' for joining. If you want to know to which groups a certain LinkedIn member belongs, you can find that at the bottom of their profile page. The process of gaining 'friendships' via LinkedIn requires a bit of effort—as does anything that successfully improves your company and builds your business. But this is a technological world. You need help improving your beneficial LinkedIn connections? There is an app for that. It's name is Alfred. This app allows you to automate some of your activities on LinkedIn. Mr. Jumisko used it as a tool to check for certain information and to perform some pre-determined tasks that Jukka would have to otherwise perform manually himself. Things like finding executives that have recently changed job positions (because those are usually more receptive to discussions about new ways to do things, or new suppliers from which to purchase goods and services). Jukka has quite a few of these data search queries saved so that he doesn't have to recreate them every time he wants to re-search the databases. And therein lies one of the 'complications' with Alfred. It is most beneficial performing already stored tasks, and on LinkedIn, you can't save those aforementioned queries in the Basic Plan. You have to purchase the upgraded Premium Plan in order to beneficially use Alfred. It appears that LinkedIn could be beneficial for a lot of our members, but in different ways, and with different levels of involvement, or different levels of cost. If you want better clarification of LinkedIn activities and benefits that this article has not provided, (and gosh it is certain that this article did not provide much in the way of a clear understanding) give Jukka a call at 505.850.9177. He is very willing to provide you with all the knowledge that he has accumulated on the subject. He can also provide you with information about what it took to be the best performer of the over 800 WSI franchises worldwide. He was that this past May. He can explain his thoughts on why WSI Web Enhancers is migrating away from WordPress and toward Duda for website development; or what to do if your website gets hacked (call him about that particular item well before you get hacked. Preplanning and preparation are the path to success for speedy hack mitigation). Now that you've taken the time to read all the way through this tedious and confusing article (and that effort is very much appreciated) I can tell you that Mr. Jumisko recorded his presentation and you can listen to it at this link:

[CLICK HERE TO VIEW RECORDING OF WSI'S EAGA PRESENTATION 08/18/2020](#)

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Reciprocity:

None submitted this week

Upcoming presenters:	August 25th	Jeff Bentley—Bentley Auction
	September 1st	John Woods—Phocus Realty
	September 8th	There will not be a meeting in honor of the Labor Day holiday
	September 15th	Phil Houser—Document Imaging
	September 23rd	
	September 29th	

- ◆ Our next meeting, Tuesday, August 25th, will be at **Rio Bravo Brewing**. It will start at 7:00am and breakfast will be available. Please be respectful of Rio Bravo Brewing and bring your mask and practice social distancing. There will be a maximum of 6 members per table and there will not be any self serve breakfast items. Rio Bravo will provide additional staff to make sure they have someone serving drinks and breakfast during our meeting hour. Please refrain from any self service activity. Everyone is usually wanting to greet everyone else and get a personal update on how things are going, but we are asked to not congregate in the entrance area when arriving at the meeting. Please go directly to a table and socialize there. Please wear a mask at all times, including traveling to and from your vehicle, unless you are actually seated at a table.

- ◆ Not all future meetings will be at Rio Bravo, but there are two more scheduled there in September. Below is a list of our meeting dates through September, including the planned venue for each. Please note that they alternate between the on-line and the in-person format. It would be good to keep this data in mind so you don't miss a meeting because you are at the wrong place.

August 25th	Rio Bravo Brewing
September 1st	On-line
September 8th	NO MEETING—LABOR DAY WEEK
September 15th	Rio Bravo Brewing
September 22nd	On-line
September 29th	Rio Bravo Brewing

Each meeting will start at 7:00 am

- ◆ EAGA's Annual Jim Fanning Memorial Trap Shoot will be held at the Albuquerque Trap Club on Friday, September 25th, starting at 7:30 AM. There will again be a raffle (with a very nice firearm as the prize) in conjunction with this year's event. If you plan on using a 20 gauge shotgun at the event, please remember to make note of that when you sign up. Mario has provided a lot of specific information about the event procedures and requirements. The text of his email is on page 3 of this bulletin. If you plan on participating in the Trap Shoot (and you should) please carefully read that information. Mario has also provided a very detailed explanation of how this year's raffle will work in a pandemic, social distanced, government restricted, (but by gosh we will find a way to succeed in spite of all that) world. Mario's information is also included on the following page 3. If you have any questions about the raffle process, please contact Mario. If you have questions about the Trap Shoot event, please contact Mario or one of the Committee Co-Chairmen: Jack Zipper, TJ Maloy, Damian Lush.
- ◆ THERE WILL NOT BE A MEETING ON SEPTEMBER 8TH in recognition of the Labor Day Holiday.
- ◆ Copies of the printed version of our membership directory are still available. You can pick one up at Chairman Kit Turpen's office. We are still under government restrictions, so please call ahead to arrange an appointment if you want to go there to get one. Also, an electronic version is attached to this bulletin email.

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August 20, 2020 09:46 PM

Subject: EAGA Trap Shoot Raffle process

Gentlemen,

Good evening. We have partnered with the fundraising platform Fundaxi to collect raffle ticket purchases. This is the platform that Hass Aslami (Pizza 9) has put together and presented a few weeks ago. I have put together an instruction outline for your use when purchasing a raffle ticket. The cost for each ticket is \$100/ ticket and all proceeds will be used for the gun(s) that will be given away. Jack Zipper will share more detail on the gun(s) that will be raffled.

If you have any questions or need further assistance please let me know. Jukka will also be available this coming Tuesday at breakfast to answer any technical questions you may have.

Good luck!

1. Go to the website: Fundaxi.com
2. Sign in or set up an account. Use the horizontal menu and select "Learn more/Sign Up"
3. Once signed up, select "Upcoming Events" located on the horizontal menu.
4. Find "EAGA Fundraising"
5. Select "Purchase Fundz"
6. Select the number of tickets you would like to purchase, \$100/ticket.
7. Once you have selected the number of tickets, select "Purchase Now"
8. You will then be prompted to a checkout page. If your ticket count is confirmed, select "Checkout Now"
9. Complete the "Billing details"
10. Once you have completed the Billing details, scroll to the bottom of the page and select the blue button "PayPal".
This will allow you to pay by credit card or PayPal if you prefer.
11. Complete the needed payment information.
12. Done

Mario Hernandez

EAGA- Executive Director

August 16, 2020 04:28 PM

Subject: Information regarding the 2020 EAGA Trap Shoot

From Jack Zipper, TJ Maloy & Damian Lusch- Trap Shoot Committee

EAGA 2020 TRAP SHOOT

The trap shoot will be held at the Albuquerque Trap Club (ATC) on Friday, September 25 at 7:30 AM. Breakfast will be served shortly thereafter. There will be a mandatory safety meeting at 8:00 AM. YOU MUST BE PRESENT AT THIS MEETING TO PARTICIPATE IN THE EVENT. Due to the COVID-19 epidemic, this will be an EAGA member only event. There will be a practice round for those who wish after the safety meeting. This entire activity will occur outdoors. Masks must be worn except for when you are seated for breakfast and when on the firing line. After the practice round, the match will begin at 8:45 AM.

We are going to have a raffle as we have had in the past. Because we are not meeting weekly, we have contracted with Fundaxi to collect money for this year's raffle. The company is owned by our own Hass Aslami and Jukka Jumisko who have been very generous with donating their services. Mario will send out an email in the next few days with the website information and how you can pay. We believe this is the coolest firearm we have ever raffled. It will be built by Mike Predika. As you know, Mike builds firearms for the most elite operators in the world. The BB9 pistol has an MSRP of \$1650. Mike is giving EAGA a nice discount. Raffle tickets will be \$100 and will be available to EAGA members only. You can buy as many as you like. 100% of the money collected will be distributed for raffle prizes.

If you would like to participate, please email Jack Zipper at jdzipper@comcast.net. For new members, you do not need a shotgun to shoot. When you contact Jack, please indicate if you will need a loaner shotgun. Members who own more than one shotgun are asked to bring them for other members. No previous shooting experience is required. You will break some targets and you will have a good time. We should be done at noon or shortly thereafter. We strongly encourage new members and members who have not previously been to this event to come. Please feel free to call Jack (505-259-5959) if you have any questions or need directions to ATC.

Mario Hernandez

EAGA- Executive Director