

THE LAKESIDE WRITE-UP

Morgan's Point Resort, Texas

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Business Network's Directory
Morgan's Point Resort

Discover Morgan's Point Resort, Texas

Website: <https://mpr-edc.org>

Facebook Page: <https://www.facebook.com/MorgansPointResortEDC>

Morgan's Point Resort Business Network

Closed Facebook Group

<https://www.facebook.com/groups/739084993992075>



Living in MPR...



Becoming an Entrepreneurial Villager

Shared by: Small Town Survival

Being an entrepreneur usually meant plunking yourself down in a convenient spot and dealing with whomever happened to pass your way. That's all changing. Where business once meant marketing goods and services to those in close proximity, it now is more about reaching out to those who share values, concerns and ideas—no matter where they are located.

As a result, we're seeing people who've built international consulting businesses from their cabins on the Western Slopes of Colorado or run an art gallery via the Internet from their home on Vancouver Island or sold their copywriting services from their houseboat.

If you're dreaming about becoming an entrepreneurial villager yourself, you could either create a local business that serves your community, or you could serve a clientele unlimited by geography. Either kind of business is possible in the new world of cottage industries since today's cottage is apt to be an electronic one.

For many people, an ideal life would be living in a place they love, with people they love, doing work that they love. Being an entrepreneurial villager could make that happen. As Jack Lessinger says, "Build something, help something, save something. The possibilities are endless."

Working in and around our city...



How to validate your business idea before investing time and money Shared by StarterStory

Are you looking to start your own business, but unsure whether it will be successful? You're not alone. One of the most painful problems faced by those who want to start a business is validating their idea and finding out if there's demand. According to research, 7 out of 10 businesses will fail. And the number 1 cause is not being able to deliver real value. Translation: It seemed like a good idea, but no one is willing to pay for it.

How to avoid this? Focus on validating your idea before starting the business. The earlier you can do it, the better. Making sure your idea has the potential to make money before launching it, can be the difference between success and failure. To give you a better idea of how you can apply this to your current and future business ideas, we're going to analyze how real founders validated their businesses to increase their chances of success (therefore avoiding wasting a ton of time and money).

Talk to people

I know, super disruptive, right? Well, turns out this simple thing can save you a lot of trouble and, at the same time, provide tons of valuable feedback. And lots of business starters simply skip it and do it after they've launched. Leverage your network and connections.

The benefits of doing this are countless:

- Building a list of people who are potentially interested in buying from you
- Gathering feedback to build a better solution that actually solves a problem
- Making it easier to sell to future customers

Send a survey

If you're targeting a broader audience, sending a survey to as many people as possible might be the way to go.

Online communities

Many times, people who fall into the same category gather in online communities. That's a perfect place to hang out, listen and participate. Please don't join just to spam non-stop.

Use Google

But really use it. Beyond its search tool, others such as Google Trends and Adwords Keyword Planner can help you identify what people are searching for and if the number is growing. And how much it'd cost you to capture those users with ads.

Smaller is better

Your idea is big. Super big. It requires a lot of resources to get started. And because you don't have them, that's stopping you from starting. Here's when the concept of an MVP (minimum viable product) comes in handy. The idea is that people will actually get value, even if you're not offering your ideal-unlimited-resources product or service. Instead of investing a ton of money in a store, storage, inventory, etc., trim down your idea and build a subscription box to check if the concept has traction. You can even do this while working a full-time job. The whole mindset behind this approach is to get out there. Don't be afraid to show an ugly website or not having a proper storefront. Talk to people, test stuff at a small scale, and minimize the risk. The important thing is to just get started.

Let's Play...

SAVE THE DAY

Feb 11- Fireman's Ball

6-11 PM @ Hilton Garden Inn

April 1- Pre Easter-Bake Sale

9 AM- 1 PM

Community Center

April 8- Easter Egg Hunt

10 AM- NOON

Ansay Park

June 3- Kid Fish

8-11 AM

MPR Marina

July 2- SummerFest

Kleypas Park

July 15- City-wide Garage Sale



Kiddlieland @ Kleypas Park

60 Morgan's Point Blvd.

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MPR BUSINESS SPOTLIGHT