

# THE LAKESIDE WRITE-UP

*Morgan's Point Resort, Texas*

*live. work. play. in mpr*



*Business Network's Directory &  
Resource Guide to  
Morgan's Point Resort*



*Friends & Neighbors*

*January Round Table/Social*

Date:

Wednesday, Jan 11, 2023

Time:

6:00 PM to 7:00 PM

Where:

Sol de Jalisco #4

1680 Morgan's Point Road

Round table Discussion & Social  
An opportunity to share business  
solutions in MPR!

Look for me in the back room of  
the restaurant.

See you on January 11th

Linda

*Living in MPR...*

## Cardboard Recycling Project...Good News!

We've proved our dedication to cardboard recycling! MPR is now on a regular pick-up schedule...every other week starting on January 10th. Yahoo! A huge green recycle bin was delivered to MPR in April 2022. Thanks to Shanna Grote from Backyard BBQ for suggesting cardboard recycling for our businesses and to Dalton Rice (MPR City Manager) and Cary Erskine (Assistant City Manager/CFO) for working with Waste Management to make the huge green bin a reality. We all pitched in and recruited our neighbors to recycle their cardboard. The pilot program has had some bumps along the way and even with restricted day/time to drop off cardboard, our residents are willing to spend their Saturday mornings "Down at the Pit" and recycle all of those Amazon boxes that arrive in town!

Don't stop now, we're on a roll....

Saturday mornings 8 AM- 11:45 AM (except holiday weeks)

8 Lake Forest Drive (behind the Safety Center)

## Brush Dumpster Use and Delivery

To reserve, call Brian at 254.742.3286 and leave him your contact information

## 2023 Quarterly Cleanup Dates are: (revised 12-12-22)

- January 14-15
- April 15-16
- July 15-16
- October 14-15

## MPR Comprehensive Plan Survey

MPR is requesting input on both the existing character of the City and visions for the future to establish a document laying out the path forward, ensuring that future generations will be drawn to and continue to thrive in the City of Morgan's Point Resort.

More information can be found on the city website...

<https://www.morganspointresorttx.com/CivicAlerts.aspx?AID=70>

## Working in and around our city...



### 4-perfect business models for first-time entrepreneurs- Shared by: Starter Story

Starting a business has tons of upsides: (1) Pursue your passions (2) Set your own schedule (3) Make decisions that align with your values (4) Create something that is truly your own. And most importantly, it also has greater earning potential in the long term than any job. If you've been thinking about starting a business for a while, here are 4 perfect business models for anyone starting a business for the first time. Optimized for: (1) Easy to start (2) Low working hours (3) Minimal investment required (4) No technical skills needed (5) Potential revenue

#### #1. Affiliate

When mentioning "affiliate," most people think about websites stuffed with Amazon links. But the affiliate model is broader than that. The truth is, almost every business in the world that sells online has an affiliate program. This is great because it allows you to find products to sell that match your interests. You don't need to struggle writing 1,000-word articles to sell gardening tools that you don't care about at all but have a great commission on Amazon. Think about Instagram / TikTok / YouTube, deals, info websites, Chrome extensions, perks sites, etc.

By now, you've probably figured it out, but these business models will require that you can develop your audience-building skills. It doesn't have to be a website, but you have to be able to drive people to one.

#### #2. E-commerce

I like this one because you can enter this space by selling your own product, buying a bunch of stock from someone else and reselling it, or relying on dropshipping. It depends on your budget and experience. The cheapest route is dropshipping, but margins are lower. Creating your own product requires the biggest investment, and is the riskier option, but also the most lucrative if you succeed.

#### #3. Ads

You know what display ads are. They're everywhere. It's what supports many websites (including yours truly, partially). The thing is, to make money with this business model, you need a lot of traffic and a lot of content published. It's critical to find a cheap way to produce content. OpenAI's chat tool can play a huge role if you don't have any budget for writers. Is the World Cup happening? Let's pump those articles and hope a couple of them go viral. Focus on a specific city / country and write about what's happening, places to eat, activities perfect for kids, etc. Low traffic? Instead of relying on ad networks, find companies and close sponsorship deals, or create sponsored content.

#### #4. Newsletter

Building an email list is possibly the most valuable digital asset you can own.

Start off with your personal contacts. Ask them to recommend your newsletter to friends, followers, etc., to the point of being annoying. Nobody became successful by staying quiet about what they were working on. Make it about anything you want. There will be an audience for it. 100% guaranteed. And working on something you're passionate about will prevent you from dropping the project when facing an obstacle.

## Let's Play...

### SAVE THE DAY

**Jan 18- Library Volunteer Workday**

1-3 PM @ 8 Morgan's Point Blvd

**Feb 11- Fireman's Ball**

6-11 PM @ Hilton Garden Inn

**March 25- Cops & Robbers 5K Run**

Race starts @ 9:30 AM

Ansay Park

**March 25- Firehouse Chili Cookoff**

Judging starts @ 11 AM

Ansay Park

**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



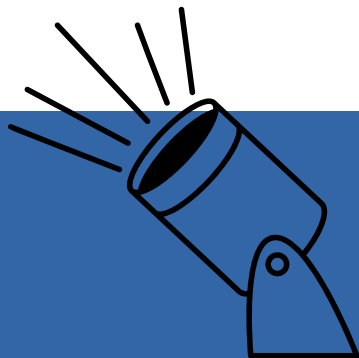
**Volunteer @ the Library**  
8 Morgan's Point Blvd  
Third Wednesday  
1-3 PM

**NX Fitness**

1706 Morgan's Point Road

Phone: 254.314.9377

Email: [nxfitnessctx@gmail.com](mailto:nxfitnessctx@gmail.com)



## MPR BUSINESS SPOTLIGHT