

# THE LAKESIDE WRITE-UP

*Morgan's Point Resort, Texas*

*live. work play. in mpr*



*Business Directory*  
*Morgan's Point Resort, TX*

Morgan's Point Resort Economic Development Corporation  
Website: <https://mpr-edc.org>  
Facebook Page: <https://www.facebook.com/MorgansPointResortEDC>



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**MPR BUSINESS  
SPOTLIGHT**

## How to Get Rich in Ecommerce

Shared by: Change Creator

Online markets are still booming with opportunities. There are still billions of dollars to be made in ecommerce, so there's no surprise that new companies are popping up every day.

1. Create a blog that drives traffic.
2. Invest in a good PIM (Product Information Management) software solution.
3. Use shopping ads (product specific) from the start. ...
4. Get your products on as many channels (Amazon, eBay, Walmart, Rakuten, etc.) as possible.
5. The more you automate your processes, the faster you'll grow. ...One great way to automate your process is to use a landing page builder tool, such as Shogun or Pagefly — which allows you to quickly create new storefronts, expand your markets quickly and automate the page creation process.
6. Invest in the right software from the start. ...take your time and research every possible option before choosing your shopping platform. It can make or break your company.”
7. Invest in search marketing. If you are going to be using a platform such as Amazon, you're going to have to learn how Amazon ranks their products as well, which means you'll have to do some digging into keywords specific to your industry on Amazon. If you don't know the first thing about search marketing, don't panic. There are many industry experts who can provide a comprehensive search marketing strategy specific to your store and industry keywords.
8. Invest in a good landing page builder with analytics to track what's working, what's not.

Is ecommerce still profitable today? Yes, ecommerce is still very profitable if you know what to do right from the start and implement that plan. There is still a lot of growth in these markets as buyers are still shifting from offline purchasers to digital buyers.

How do I start an ecommerce business with little to no money?

1. Find a product you want to sell. Often niche products work best.
2. Build a business plan and model.
3. Build an ecommerce store and website to 'sell' your product (minimal cost).
4. Upload your products and start selling.
5. Invest any profits you get right back into the business to start marketing, investing in ads, optimizing your landing pages.

There are many ways you can grow your online store, it just takes time, energy and money. There are no shortcuts, but the payouts can be worth it. The market opportunities are still huge, so don't despair. If you have a killer product and are willing to put some serious effort into your store, the possibilities are endless.

## How to Turn Your Hobby into a Business

The Do's and Don'ts (Excerpt from an article by Rieva Lesonsky)

If you've ever dreamed of turning your crafts hobby into a business, now is a great time to get started. But, there are a few things you need to consider. First, it's essential to understand the critical differences between doing something for fun and doing it as a for-profit enterprise. Suppose you create pottery as a hobby; you can spend hours designing and making pottery. But once you turn that hobby into a business, you not only need to make time for the creative aspects of the company, but you must devote hours to things like marketing, managing, selling, pricing, hiring, and juggling finances.

### Key Dos and Don'ts

Let's look at some dos and don'ts of turning a hobby into a business.

Do it! I don't mean just blindly jumping in and opening your doors. You have to do your homework (see below). But if you spend too much time thinking about it, it's easy to get overwhelmed. And you end up doing nothing.

### So do something every day to propel your startup.

- Do your homework. You'll need to learn how to price your goods, manage your time, and discover all the things you don't know, so you can ask the right questions and find the right solutions. Talk to people who've successfully launched a business from a hobby.
- Do understand your strengths and weaknesses. Don't spend your precious time tackling tasks you can quickly and affordably outsource to a freelancer or independent contractor. For example, suppose you're launching a new website to promote your new business or sell your products online. In that case, you will likely save time (and time is money) by outsourcing the design of your site. You'll need to learn the basics of search engine optimization (SEO). Still, it may be better to outsource your ongoing SEO as well. The same goes for marketing and other essential business tasks as well.
- Do consider where you plan to sell your crafts. You can start small by selling at local fairs. Go bigger by launching an e-commerce website. Or instead, Shopify suggests you explore these online marketplaces. Etsy is the most well-known of these marketplaces and is an excellent place to launch your crafts business.

Do & Don't

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## How To Turn Your Hobby Into a Business

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- Do embrace technology. Your handicrafts business may be based on techniques that are centuries old, but modern technology can be a lifesaver. There's an app for nearly everything you need, whether it's social media management, bookkeeping, or more.
- Do seek advice. You don't have to do this on your own. Are there others in your community who've launched businesses selling their crafts? Are there social media communities or other groups focused on doing what you want to do? And, of course, you can find a SCORE mentor who can guide you.

I only have one big don't

Don't treat your business as a hobby. To succeed, you need to develop a business mindset. Treating it like this is critical because the Internal Revenue Service (IRS) cares about the difference. It says a hobby is typically not something you do to make a profit. Overall there are nine factors the IRS considers to determine whether your activity is a business engaged in making a profit:

1. Do you carry on the activity in a businesslike manner; do you maintain complete, accurate books and records?
2. Are there personal motives in carrying on the activity? This aspect is very subjective, as many people engage in activities they derive personal pleasure in whether or not they make a profit. For this reason, you must consider the other factors as well.
3. Does the time and effort you put into the activity indicate you intend to make it profitable?
4. Do you depend on income from the activity for your livelihood?
5. Are the losses incurred while performing the activity due to circumstances beyond your control? Or are the losses typical in the startup phase of your type of business?
6. Do you or your advisors have the knowledge needed to carry on the activity as a successful business?
7. Were you successful in making a profit in similar activities in the past?
8. Has the activity made a profit in some years, and how much profit does it make?
9. Do you expect to make a future profit from the appreciation of the assets used in the activity?

Another do—make sure you choose the proper business structure for your company. Because you see yourself as just selling the crafts you create doesn't mean you shouldn't protect your personal assets by incorporating your company.

## Building a Third Place- “A Place to Sit”

Excerpt from an article by: Jonathan Zoccoli and Azael Alvarez, landscape designer and project manager, respectively, at Better Block alongside Carlee Alm-LaBar of Strong Towns,

How many of us would love to stroll to an inviting public plaza in the evenings or meet up with friends at a nearby beer garden? Yet how many of our neighborhoods actually have these sorts of places in abundance? Building third places—social spaces that foster community interaction and productive engagement—doesn’t need to be expensive or take years to enact.

The Secret to a Better City “A Place to Sit”.

Residents, when asked what they would like to see in their city, the most common response is “a place to sit”. More specifically, people asked for things like another coffee shop, a free third place, a garden to lounge in, and other descriptions of public spaces where they could just sit. Perhaps the sentiment is more than sitting — maybe it’s socializing with friends, finding a muse or indulging in a good book. More often than not, however, it’s just being physically present in a social space; feeling connected to the hustle and bustle of urban life around you.

We’ve all failed to appreciate the importance of the lowly bench until it’s nowhere to be found. A place to sit is a critical community and economic development strategy. Here’s a few reasons why:

### Walkable Means Sittable

Urban design that effectively fosters walking and biking naturally requires a place to sit. Initiatives like The Bench Project have shown that, to be walkable, a city must also be sittable. A walkable and sittable city means an inclusive, thriving place with an active and engaged population.

### Public Seating Is the Great Social Equalizer

As income gaps worsen, sitting among the flow of urban life can help people of all backgrounds feel less isolated and access the physical and mental health benefits of being outside. Most seating options in the public space are truly that: public. They’re free for anyone to use at any time, for however long and for (almost) any purpose. Public seating allows a person to see and be seen while requiring nothing in return. While indirectly or directly interacting with passersby, the public sitter begins to feel a stronger sense of community and belonging.

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## Building a Third Place- “A Place to Sit”

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### Public Seating Doesn't Have To Be Public.

One of the most valuable takeaways from the public input collected was that residents view “public space” differently than city staff do. To city staff, public seating is usually a resource-consuming outdoor amenity that is purchased, cleaned, maintained and replaced in parks and on main streets. To regular people, public seating certainly includes these free and outdoor civic offerings, but it can also include spending \$3 on a drink or newspaper to occupy a bistro table among others doing the same. Public seating is really just any opportunity for finding solitude or socialization in the community.

### Public Seating Supports Local Business

Since some are open to “paying” for public seating, building designs should be welcoming and inclusive at the pedestrian level, drawing people in with the promise of seating while simultaneously ferrying them to restaurants and shops that offer this seating. Free picnic tables and benches in public spaces can serve the same purpose by encouraging folks to stop and rest, perhaps with a sandwich or beverage from a nearby cafe.

## 12 Habits of a Successful Entrepreneur

Shared by: SCORE

1. Learn to Make Quick Decisions
2. Be Current With Events in Your Industry
3. Master Conflict Resolution
4. Surround Yourself With Highly Motivated People
5. Listen When Others Speak
6. Communicate Effectively and Be Consistent
7. Use Help from Your Network
8. Create a Routine
9. Be Persistent
10. Develop a Positive Attitude and Perseverance
11. Learn to Trust Your Instincts
12. Demonstrate Moral Courage



## Calendar of Events- Fun times, Important Information, Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR



- April 12-Roses for Hoses 5K Run
- Kid Fish
- Summer Reading
- Chili Challenge
- Community Garage Sale
- National Night Out
- Nipper BBQ Cook-off
- Trunk or Treat
- Library Art Show
- Santa and Mrs Claus

**Library Work Day**  
**MARY RUTH BRIGGS LIBRARY**  
 8 MORGAN'S POINT BLVD

LIBRARY WORKDAY IS THE THIRD WEDNESDAY OF EACH MONTH FROM 1:00 PM TO 3:00 PM IN THE LIBRARY. ALL VOLUNTEERS ARE WELCOME. THE VOLUNTEERS SHELVE BOOKS AND JACKET BOOKS AMONG OTHER THINGS.

The library is closed occasionally for special events. Check the city website for updates  
<https://www.morganspointresorttx.com/>

Morgan's Point Resort, Texas

Morgan's Point Resort, Texas  
 Ladies Auxiliary  
 M.P.R.V.F.D Presents

*roses for hoses*

**5k**

**5K**  
 RUN & WALK

PART OF THE CENTEX RACE SERIES  
 formerly COPS vs. ROBBERS

**CEN-TEX**  
 Race Series

WHEN: SATURDAY, APRIL 12, 2025  
 TIME: 8:30 AM  
 WHERE: OAKMONT PARK  
 END OF TANYARD ROAD  
 MORGANS POINT RESORT

Supporting the Fire Department & Community Outreach Projects!

*Dress in Costume; or  
 Come as you are!*

## Roses for Hoses

Save the Date! Register Early! This race is part of the Cen-Tex Race Series.

Presented by Morgan's Point Resort Ladies Auxiliary.

Supporting the Fire Department and Community Outreach Projects.

Race t-shirts are guaranteed to racers registered by March 12, 2025. Very limited quantities are available after this date. Roses for Hoses 5K will also hold a Bib Raffle for all entries - you must be present to win. Plus, each registered runner or walker will receive a Rose for participating.



## LADIES AUXILIARY NEEDS VOLUNTEERS!

*Be part of a community of fellow volunteers!*

SUPPORTING MORGAN'S POINT RESORT  
VOLUNTEER FIRE DEPARTMENT

Ladies Auxiliary MPRVFD is a 501 (c) 3 charity  
Contact Karen Stagner @ 409.750.0102  
<https://www.facebook.com/LadiesAuxiliaryMprvfd>



## VOLUNTEERS NEEDED

The MPR Economic Development Corporation is a volunteer organization with a mission to create, retain, and reinvest resources in order to enhance wellbeing in our community.

### PROJECTS

- Tiny Business Village
- Entrepreneurship
- Third Saturday Markets
- Community Outreach for Economic Development
- Event Center "Curb Appeal"

*We thank you!*

Sign up for a single task or project. Your help is very much appreciated!

✉ LIN1326@aol.com

MAY 18, 2024  
TINY BUSINESS VILLAGE  
KICKOFF


Discover Morgan's  
Point Resort, Texas

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

### JOIN THE MOVEMENT NOW!

LAKE BELTON TRASH GETTERS  
**LAKE BELTON CLEAN UP**  
ENVIRONMENTAL CONSERVATION GROUP

Calling out the true lake lovers!

**MORGAN'S POINT RESORT  
LOCATED ON LAKE BELTON**

The Lake Belton Trash Getters' mission is to keep Lake Belton beautiful and healthy for all to enjoy. Join the movement now!

**[Lakebeltontrashgetters@gmail.com](mailto:Lakebeltontrashgetters@gmail.com)**

254-913-7476  
<https://www.facebook.com/LakeBeltonTrashGetters>

## VOLUNTEERS NEEDED

Morgan's Point Resort

### Community Outreach for Police Support

MPR C.O.P.S. is a 501 (c) 3 Charity. Member dues are just \$10!

Mail your check payable to MPR COPS to:

6 Lake Forest Drive, Morgan's Point Resort, TX 76513

\*\*Please include your name, address, phone & email



Working together facilitating a strong supportive bond with the MPR Police Department and our community



CONTACT US @ [MPRCOPS@GMAIL.COM](mailto:MPRCOPS@GMAIL.COM)

The Lakeside Write-up is a monthly update, provided free of charge, devoted to a variety of topics of interest to Morgan's Point Resort, Texas, businesses, entrepreneurs & residents. The views and analyses presented herein do not necessarily represent the policies or the endorsement of the Morgan's Point Resort Economic Development Corporation. Articles are intended only as a discussion and overview of the topics presented.