

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>



Table of Contents

1. MPR Business Spotlight
2. & 3. How to give your brand a unique twist to validate your project idea
3. What is a Solopreneur? Sidewalks, Safety & AI
4. - 6. Calendar of Events, Vendor, Sponsor, Donation, Volunteer Opportunities

Amanda Martinez
Notary
MPR Resident
606.939.5800



**MPR BUSINESS
SPOTLIGHT**



A MARKETING STRATEGY

How to give your brand a unique twist to validate your product idea

Excerpt from an article shared by Entrepreneur.com

- **Identify what problem you'd like your product to address.** Buyers are unlikely to switch brands unless you offer something better or cheaper. Create a short and sweet statement that communicates why your product is different. If you aren't able to explain it in a few words, then it's not ready.
- **Talk to potential buyers.** Find out what factors go into their purchasing decision surrounding the product category. Start with family and friends. You don't have to do expensive marketing surveys — talk to any potential buyer. Pro tip: Talk to friends of friends. This is an easier approach than asking strangers, but it will still give you unbiased feedback.
- **Get a prototype ready.** Create a simple version of your product and start testing it. Sell small batches through Etsy, Shopify or Instagram. Don't be afraid to reach out to these people after the purchase and ask them what made them want to buy. A lot of successful entrepreneurs say the feedback they get from their first set of customers is extremely beneficial.
- **Highlight what makes you different.** This doesn't have to be an obvious difference but rather something that shows your distinct perspective, background or values. Think about your experiences, your personal touch or the unconventional approach you can bring to your industry.
- **Infuse personality into your message.** Whether it's humorous, serious, quirky or motivational, make sure your messaging is authentic and speaks to your ideal audience.
- **Play with visuals.** Get creative with colors, typography, logos and even photography. For example, while many brands go for sleek and minimalistic, you could embrace bold, vibrant colors or playful imagery to communicate your personality and message.
- **Tell a different story.** Rather than just focusing on your success, share the challenges, the weird behind-the-scenes moments or the lessons you've learned along the way. This makes your brand relatable and distinct.

Continued on page 3

A MARKETING STRATEGY Continued from page 3

- **Build unexpected experiences.** Think about how you can surprise and delight your audience with unique experiences. This could be a quirky unboxing experience, an unconventional customer service touch or offering a product that people didn't know they needed but fits perfectly with your brand's vibe. Delivering unexpected joy will keep customers coming back
- **Launch in the easiest, lowest-cost way.** Now that you've tested your prototype, put it out there with minimal upfront investment. Set up a simple website, list it on a marketplace or offer preorders. Focus on quick, low-cost sales channels to gauge real demand before spending on large production.
- **Improve and repeat.** Keep going back to what buyers say — what they love, what confuses them and what holds them back from purchasing. Use their feedback to tweak your product, pricing or messaging. Keep refining until demand proves you're onto something.

What is a Solopreneur?

Shared by: Christina R. Green

A solopreneur can have any sort of job title: freelancer, consultant, strategist, CEO, YouTuber, internet marketer, etc. They come in all sorts of shapes and sizes, across all industries. Some are in multi-level marketing with affiliations to a larger company while others start their business from scratch. What they have in common is a desire to work for themselves to have the freedom to design their own lives on their own schedules and terms. Most of them, at least initially, will start out virtually before they build a brick and mortar location (if they ever do). Many also make the decision not to grow into a full-fledged business with staff. They prefer to keep it agile and embrace the solo employee approach and not take on a managerial role. If they feel the need to employ others they often turn to virtual assistants and other solopreneurs to help out in their area of expertise. As the saying goes, they will work 80 hours a week for themselves to avoid working 40 ours a week for someone else.

Sidewalks, Safety & AI

Did you know? (Shared by Rio Alcasaka, Google Maps producer)

Another launch that won't make the headlines but Rio Akasaka is very proud of: Google has now expanded showing crosswalks on Google Map to *nationwide in the US* (in addition, of course, to hundreds of major cities globally, which Google has had for years), powered by AI and the vast imagery resources Google has. Yes, even your tiny towns will have a crosswalk now on the map -- it matters to pedestrians and drivers across towns big and small, after all. Next stop, rest of the world?

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

Mark YOUR Calendar

- April 12-Roses for Hoses 5K Run
- April 12-13- Quarterly Clean Up
- April 19- City Easter Event
- May 27- Water Aerobics Start
- July 12-13- Quarterly Clean Up
- July 19 & 26, August 2 & 9- Summer Reading
- Sept 20-Chili Challenge
- Community Garage Sale
- Oct 1- National Coffee with a Cop
- Oct 4- Community Yard Sale
- Nipper BBQ Cook-off
- Oct 29- Fall Festival
- Nov 15- Library Art Show
- Nov 22- Pre Thanksgiving Bake Sale
- Dec 5- Santa and Mrs Claus

WORK in
PROGRESS //



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.

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

[Candy donations](#) wanted for Easter Egg Hunt.
Please contact Lynn Milam (MPR C.O.P.S.) 214.725.1969
FOR MORE INFORMATION.



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



**NO brush
until
further
notice...**



We'll take all you got...except

BATTERIES, PAINT, TIRES, and NO CHEMICALS AT ALL
No Brush Until Further Notice

MPR QUARTERLY CLEAN UP @ "THE PIT"
NEXT TO THE SAFETY CENTER
6 LAKE FOREST DRIVE

2025
January 11-12
April 12-13
July 12-13
October 11-12

OPEN
8 AM- 5 PM

Morgan's Point Resort
Texas

**YOUR VOTE
MATTERS**

Conversation with
the MPR City
Council/Mayor
Candidates

AND

GameTime

LIBRARY@MPRTX.US

Garrett & Mic Hill Event Center
60 Morgan's Point Blvd.

**MPR
EXPLORERS**

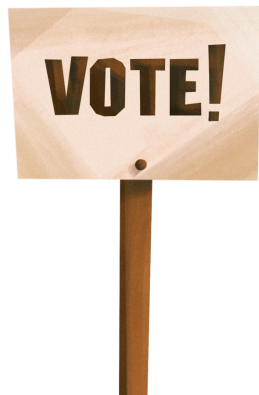


@ THE POINT

- ☒ 9 AM- Morning Goodies & Sharing Stories About MPR
- ☒ 9:30 AM - 10:30 AM +/- Conversation with the MPR City Council/Mayor Candidates
- ☒ 10:30 AM- Noon- Game time!



**Meet
The
Candidates**



24

APRIL

9 AM- NOON

**Bringing Neighbors
Together to Explore
New Vistas!**

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.