

**FOR RELEASE – March 2018**

**It's FREE!**

I will bet I got your attention with that headline! I know it would get mine...remember, I'm cheap.

I still need your help with the business directory. We have had a lot of help updating our online business directory at [www.jfcountyks.com](http://www.jfcountyks.com) but we still have hundreds of listings that need attention. The information in this directory isn't just business but also schools, churches, city services, daycares and more.

I am sure many of you have heard the phrase "many hands make light work". Well, I need more hands. If you own a business, if you previously owned a business, if you personally know someone who owns a business or you even work for a business in Jefferson County; I need your help. Take a few minutes, go to the county website that I gave you above, click on "Business", from there click on "Local Businesses" at the bottom of the list. From there you can do a search. If you need to make changes to your listing, you can click on "online form" and fill in the blanks. You can also send me an email or give me a call to get any listing changed, removed or added.

So, here is the FREE part – these listings are FREE advertising.

I appreciate everyone's help so far! This has been a huge task and one that we will continue to work on as information changes. Please be sure to share this request. Also join us on Facebook at [www.facebook.com/jfcoksed](http://www.facebook.com/jfcoksed). I try to provide information and updates a couple times a week.

I want to touch on another subject that keeps coming up -- **Customer Service**. I have worked with the public since I was 14 years old, starting with catering and as a waitress at a small diner in my hometown. I learned very early that you greet EVERY customer with a smile and a "hello". Customers are the life-blood of nearly every business and repeat business is what helps you keep the doors open. Plus, I made great tips!

What would cause you to stop going to a business? (1) An employee whose cell phone is more important than waiting on you? (2) An attitude that makes it feel like you are an inconvenience? (3) Employees who bring their bad moods to work?

Many small businesses provide excellent customer service but there are still some who do not. If I may offer a suggestion, I would ask you to continually promote positive customer service and be an example of that so your employees learn from you. Provide new employees with your expectations upon hiring.

In an age where information is spread quickly through social media, and customer reviews are posted online, your business needs to be actively engaged with customers to make sure that their experience is a great one.

Good customer service is essential to developing repeat customers and for your business success!