



Social media made simple  
for YOUR business!

## OUR STORY

After almost 20 years of owning a chain of diners in Southern California, my family decided to leave the area and head east. After years of working those crazy hours and handling 4 restaurants with 87 employees, my husband and I were tired and ready for a change. It had always been my job to handle all the behind-the-scenes jobs such as payroll, insurance, employee relations, advertising and so forth, while my husband handled the day-to-day operations. Our diners were very successful and we worked many years building a solid reputation.

Through a series of events, we ended up in a small town in upstate New York with the firm conviction we were never ever going to do another diner. Ever.

In a small town called Herkimer, NY, an old dilapidated silver diner kept calling our name. Whenever we drove by, it was under new management or new ownership or just sitting vacant. Suddenly one day there was a sign in the window that said FOR SALE. My husband made an appointment for us to look at the diner. When we walked in the door my first thought was "How do I get rid of this smell and how can I talk him out of this?" Well, we walked out the diner the new proud owners! Crazy Otto's Empire Diner was born!

It took months and months of extensive renovation to get the diner ready to open. That also meant an infusion of money. When we opened in July 2007, it became apparent to us that we were going to have to win over one customer at a time. We immediately started an aggressive course of marketing including free coupons for kids' meals to all the local schools with the hopes they would bring in their families as well as the traditional forms of marketing. We hoped that once folks saw the diner and tried our fantastic food, they would become regulars.

Then the economy crashed. Upstate New York was hit especially hard as were many rural communities across the country. It was time to look at alternate means of marketing and trying to reach outside our little community and our comfort zone. Fortunately for us, Herkimer NY is located right off the 90 Thruway running the width of New York state. So my first step of social media was to make sure we were on the gps systems. One thing led to another and I hired a social media consultant to help guide our direction. One of the benefits for me was that she taught me as we went along. When my time with her was up, she turned over our social media sites for me to carry on.

I talk about my love of everything internet. This passion fueled my desire to continue learning everything I could about Social Media and trying new sites and places I thought would help our businesses. I attend webinars, seminars, conferences and strategies to keep up with all that's current and to stay on the cutting edge.

It seems that everyone is always asking me to do something for them or help with their Social Media. I decided to hold seminars offering what I know to work at a reasonable fee to help others get

started. I know if I don't stay ahead of the game, I'll be left in the dust. If I'm not doing it, you can be sure my competitors are.

I'm so excited about the opportunity I've received to teach Social Media at Herkimer County Community College and help others to take their businesses to the net. Email me any time at [kim@ULearnSocialMedia.com](mailto:kim@ULearnSocialMedia.com). It will be my pleasure to assist you in any way I can.