

## **Be a Good Neighbor**

Respect for people is the cornerstone of any successful business. You want your hot dog cart to reflect positively on the community. The good will you build up in being a good neighbor is going to result in positive word of mouth advertising.

Let us discuss some practical ways that you can be a good neighbor to your local community.

### 1) Keep your area clean

This may include providing a garbage can for the community. Also make sure you pick up any litter which surrounds your hot dog cart. This will reflect instead of detract.

### 2) Become actively involved

There is no shortage of opportunities to become an active member of the community. For example you may get involved with the local adopt a highway program. This will help foster a spirit of good will. You also can seek opportunities to get involved with different community and charity events.

These events could include different degrees of involvement on your part. It could involve your hot dog cart being involved directly. It also might involve you getting involved, or making a donation. When getting involved it would be good to wear shirts or any other apparel you may have made up with your logo on it. Of course you get involve with the community for humanity reasons. But you don't want to pass up on the promotional opportunities this presents.

To help us take advantages of these opportunities, we can keep in mind the following. Look for events that have a media presence. In connection with this it would be good to have a press kit. You also may make up specialty items like pens, mouse pads, or mugs with your store's logo. Distributing these freely can help build awareness for your hot dog cart.

### 3) Treat people well

This would include the customer service you provide. Your friendly, smiling disposition will help endear you to the community.

There is other ways to show consideration as well. You can make sure that your hot dog cart does not interfere with any other businesses in the area. You can also look for ways to be helpful as well. Maybe a customer needs directions, or maybe there is some other practical ways. Your positive contribution to your local company will make you an integral member of the community and result in much positive PR.

“Respect for people is the cornerstone of communication and networking.” – Susan RoAne

The above quote sums up our discussion well. If you show respect to others, this will draw others to your hot dog cart business.