

CASH

THE SECRET TO GETTING EVERY

MOB

BUSINESS OWNER IN TOWN TO

PROFITS

ENTHUSIASTICALLY LISTEN TO YOU

LEO QUINN

Cash Mob Profits

By

Leo Quinn

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Glad to have you on-board and THANK YOU!

I guess it's smart to first define a "cash mob"...

A "Cash Mob" is simply a group of people who want to support a small, local businesses.

We come together on one day and spend at least \$20 at one local business as a way to give the owner an economic boost.

These cash mobs help support businesses that provide jobs for the community.

Search youtube for "cash mob" and you'll see many videos.

There are only three rules for a Cash Mob.

1)Spend at least \$10-\$20

2)Meet new people

3)Have fun

The more community participation the better.

How it all started for me...

In early May of 2012 I discovered cash mobs and thought organizing one in my town would be a great way to get the attention of business owners for my offline services.

I didn't really know what I was doing.

We HAD a very small local paper which is now online only and I remember the day going to their offices for this picture shoot...

75¢

www.theballstonjournal.com

Ballston Journal

Serving the Community Since June 14, 1798 Your Hometown Newspaper

ONE SECTION JULY 12, 2012 VOL. 75 NO. 28



CASH MOB readies for August flash

Late summer retail event in the works; no singing or dancing involved

BY MARCI REYSTE
www.theballstonjournal.com

Leo Quinn promises there will be no singing or dancing at the CASH MOB

event slated to take place at a local Ballston Spa business on August 18, but it will be no less fun than a 'cash mob' for one lucky business.
Cash mobs are, simply put, a group of people who want to support small, local businesses. "We come together on one day and spend at least \$20 at one local business as a way to give the owner an eco-



nomic boost," Quinn said. Cash mobs have been around for a while, but Quinn first heard of the concept in May. "On June 20, it clicked with me that this would be a fun summer project," he said. Quinn then set up a website, started a Facebook page and started contacting people and businesses in Ballston Spa. Quinn loves the concept of a cash mob, he said. All small business owners can create their own cash mobs, but

less than one in 100 do anything about it. "I've always been a fan of the small local business person," Quinn said. "It takes a lot of guts to start a retail business in any economy and I admire that." Quinn said he hates it when a business fails here, especially when there are simple things to be done to save it. That's where his cash mob comes in. "I'm hoping the CASH MOB concept catches on for all the retailers in Ballston Spa and they start to arrange their own." *Continued on Page 2*

Fortunately, few people got the paper so mocking from my siblings and friends was kept to a minimum!

I found a "cash mob" model I liked and put it together.

The event occurred on August 12, 2012 and was very successful.

The local bakery was selected for the cash mob and the owner was very happy with the results.



Now, my town isn't huge.

We have 4 traffic lights in less than a mile on the main drag.

A few pizza places...a few restaurants...a coffee shop...a few antique shops...a dry cleaner...a liquor store...a florist...a couple insurance agents...an optometrist...a couple banks...a McDs...a Dunkin Donuts...a few gas stations...a couple convenient stores...etc.

You get the idea.

Between the time I started organizing the Cash Mob and the date it actually happened, (a little under two months) I visited every nominated business and introduced myself as the person organizing the Cash Mob.

I was greeted with nothing but smiles!

Of course, I wasn't selling anything, I was just the organizer of something that would have gotten them a bunch of money in one day if they won.

I encouraged them to use their Facebook pages and email lists to get more entries in the contest.

I was just being a helpful citizen and had more discussions with business owners in that time two-month than I'd had in any 12 month period previously.

In my experience, there are three types of Cash Mobs...

1. Group chooses recipient (chamber of commerce etc.)
2. Community nominates recipient
3. Business decides to do one of their own

Sometimes the Chamber of Commerce will select a winner or sometimes a business will have their own...for themselves!

Sometimes the winner isn't known ahead of time. People gather at one location until an announcement or text message alert of which business to "mob".

I announced my winner a week or so before the cash mob so we had time to get the word out.

I like my method because I can contact business owners and encourage them to get their fans to vote for them.

I became seen as a business asset instead of a pest.

I could post updates on FB and tag the businesses..."another nice entry for Pete's Pepperoni Pizza Palace..."Joan says Pete always has a kind word and asks about her ailing father and will send home a garlic knot, just for him at no charge!"

Of course, Pete is going to like that comment as are a bunch of other people...some of whom have never been to Pete's!

So it becomes a really nice "snowball" of positivity and focus on the local business person.

Now, back in 2012 when I did my first Cash Mob I bought a domain name and built a simple site around the event.

One Business One Day

A Mob With Cash!

On Saturday August 18, 2012, Wheats and Sweets in Ballston Spa will be the subject of a CASH MOB at 10AM.

[What Is A Cash Mob?](#)

BALLSTON SPA



GET INVOLVED

You can get involved in a number of ways.

You can NOMINATE an area business.

You can ask your FRIENDS to join the mob.

[CLICK HERE TO HELP](#)

NOMINATE A BUSINESS

If you have a favorite Ballston Spa business that you think would benefit from a Cash Mob, please nominate them by [CLICKING HERE](#)

CONTACT US

If you have questions, comments, suggestions or you'd like to participate in some way, please contact us via phone at

[518-857-6346](tel:518-857-6346) or email Leo@BallstonSpaCashMob.com

I don't think building a website is necessary now unless Cash Mobs are something you want to do on a regular basis in your town.

You can do everything very nicely using Facebook.

That said, if you can get a 99 cent domain name from Godaddy...

YourTownCashMob.com

Get it and then simply redirect people to the Facebook page.



O'Brien Pharmacy

July 11, 2012 · 🌐

👍 Like Page ▾

Did you hear we've been nominated for the [Ballston Spa Cash Mob](#)? It is a pretty cool concept, check out the great local businesses being nominated and nominate your favorite. The more nominations your favorite business gets, the better.

👍 5



👍 Like 💬 Comment ➦ Share



Village Sweet Shoppe

July 9, 2012 · ✨

👍 Like Page ▾

Happy Monday to everyone. This week is starting out very nice. Have you heard about [Ballston Spa Cash Mob](#)? Check it out...and while you are there, will you nominate [Village Sweet Shoppe](#)? We love giving back to the community and would really love to meet more locals. All you 'sweeties' out there have really shown your support along the way and we truly THANK YOU!!

👍 5



👍 Like 💬 Comment ➦ Share



Ann S

July 16, 2012 · 🌐

👍 Like Page ▾

Check out [Ballston Spa Cash Mob](#) Facebook Page.... So cool that they are doing one in Ballston Spa

➦ Share



The Rotary Club of Ballston Spa

August 17, 2012 · 🌐

👍 Like Page

The Ballston Spa Rotary Club was asked to be a part of the selection committee for the first [Ballston Spa Cash Mob](#).

The winning business was [Wheats and Sweets on Front Street](#). If you would like to participate in the [Ballston Spa Cash Mob](#) you simply go to [Wheats and Sweets](#) on Saturday August 18th between 10:00am and 11:00am and make a purchase of \$20 or more to support their business.

👍 3



👍 Like

💬 Comment

➦ Share



Two if by Sea Gallery

August 17, 2012

👍 Like Page

Congratulations to [Wheats and Sweets](#) for winning!

And thanks for the nominations for [Two if by Sea Gallery](#) and all the other [Ballston Spa](#) businesses!

Please remember to share the wealth and stop by ALL the fine shops in [Ballston Spa](#) on Saturday. Remember that a [Cash Mob](#) might be a great boost, but it is your continued patronage that will help to ensure [Ballston Spa](#) has great stores and continues to attract tourists and locals to shop downtown in our village.

👍 1

👍 Like

💬 Comment

➦ Share



Iron Roost

July 14, 2012 · 🌐

Mark your calendars for Saturday, August 18, 2012 for the first ever [Ballston Spa Cash Mob](#)! Nominate a deserving [Ballston Spa](#) business owner at: <http://ballstonspacashmob.com/nominate/>

When I was poking around looking for stuff that happened during my first Cash Mob I stumbled on one held about 35 miles from mine in December of 2012...

DEC 1 Cambridge CASH MOB

Public · Hosted by Colleen

★ Interested + Going ...

Saturday, December 1, 2012 at 10:30 AM
More than a year ago

Main Street, Cambridge, NY 12816

About Discussion

GUESTS
38 interested 111 went 796 shared with

SUGGESTED EVENTS SEE MORE

Convoy for Tots 2016
Sun Nov 27 at Ballston Spa Hin

It seems Colleen did hers much differently than any I've seen before but I like it.

The plan with hers was to assemble in one location and just move as a group through stores in town.

I guess it did well...

Colleen November 30, 2012 · 🌐

Hey Main Street, ready or not, **HERE WE COME!**
AND WE ARE OVER 100 COMMUNITY STRONG and we are itchin' to shop. Whether it be one item or knocking many items off our Christmas lists-**MAIN STREET WE WILL SEE YOU TOMORROW!**
 We will start at 10:30 in front of Over the Moon, Battenkill Books, and the Village Store. Don't forget you can join us any time as we will be moving down the street, and you can stop off at, the Cambridge Food Coop, Deluge Designs, Rice Mansion, or Cambridge Antiques, as we head to O'Hearn's Pharmacy, Northeast Center for Balanced Living, Black Dog Wines, and The Garden Shop. And don't forget to fuel up before with our friends from Roundhouse Bakery or the Country Gals Cafe and after at China King, Silvano's, or Foggy Notions.
So MOBBERS be there, BRING A FRIEND, and let's HAVE SOME FUN!!





Leslie [redacted]

December 1, 2012 · 🌐

Main Street was buzzing! Great day to see everyone out and BUYING!!! We should have shut down Main Street and done a Yankee swap right then and there!

👍 Like 💬 Comment ➦ Share



Write a comment...



Heather [redacted]

December 1, 2012 · 🌐

First... I would like to thank Colleen [redacted] for taking the time and energy to put on this event!!! Second...Over The Moon Beads will be open at 10am if not "MOBBED" earlier, please try to leave the door on the hinges...being new and all 😊 This is going to be a GREAT DAY! Hope to see you all and thank you again Colleen!!!!!!

👍 Like 💬 Comment ➦ Share

👍 10



Write a comment...



[View 2 more comments](#)



Mary [redacted] I HAD FUN! at The Village Store Cash Mob event today! And, yes, we were MOBBED!!!

December 1, 2012 at 2:03pm · Like



Kathy [redacted] Great idea, Colleen, and it was an awesome feeling to be out shopping and to be so appreciated by the merchants. Nicely done my friend.

December 1, 2012 at 2:31pm · Like



Sherri [redacted] Thank you Colleen.... and community! Huge cash mob success at The Village Store!

December 1, 2012 at 4:57pm · Like



Write a comment...



The image shows a screenshot of a Facebook feed with three posts. The top post is from Sue, dated December 3, 2012, with 2 likes. The middle post is from Pamela, dated December 2, 2012. The bottom post is from Colleen, dated December 1, 2012. The posts are separated by a grey bar with the word 'OLDER' on the left.

Sue [redacted]
December 3, 2012 · 🌐

Great time, great deals! Thanks to everyone- Colleen and shop owners and others who made this possible. I'm in for next year!

👍 Like 💬 Comment ➦ Share

👍 2

Write a comment... 📷 😊

OLDER

Pamela [redacted]
December 2, 2012 · 🌐

On behalf of Deluge Design Stained Glass & Gifts I just want to say Thank You to Colleen for her efforts and I want to say Thank You to all the people who came out and supported LOCAL!! We would not be here without your support. Follow this link and like the page so that you will be aware of giveaways, discounts, and other special offers
www.facebook.com/DelugeDesign - Thank you again!!

Colleen [redacted]
December 1, 2012 · 🌐

THANK YOU EVERYONE! Who knew Christmas shopping could be so much fun?! Great day, great community!

Colleen's model seems to have fewer moving parts than the model I used and suggest you use BUT it didn't give her the chance to interact with the business owners prior to the contest.

You want your Cash Mob to demonstrate to business owners that you are an ASSET to the business community. Either model will do that but mine will give you multiple opportunities to interact with a business before the event.

You can see how I did it here...



Ballston Spa Cash Mob

July 23, 2012 · 🌐

With the nomination of Village Strolling Artisans we are at 17 businesses nominated for the August 18th Cash Mob. Just a reminder that the # of nominations a business gets does not count in the final tally. This isn't a vote. The selection committee is looking for compelling stories of why a business deserves a cash mob. Specifics are important.

</web/20150820122811/http://ballstonspacashmob.com/selection-committee/>

Like Comment

1 share



Ballston Spa Cash Mob

July 16, 2012 · 🌐

We had a couple new nominations today. C'est La Vie and Sunset Cafe. See all the nominations and nominate your favorite here:

</web/20150820122811/http://ballstonspacashmob.com/nominate/>

Like Comment



Ballston Spa Cash Mob

August 6, 2012 · 🌐

Four new nominations...Two If By Sea Gallery, La Bella Brick Oven Pizza & Pasta, Three Olives Restaurant and Gary Guilfoyle, Audiologist. Please LIKE this page and encourage your Ballston Spa friends to do the same. Nomination deadline this Friday, August 10 at 12 noon.

www.BallstonSpaCashMob.com

</web/20150820122811/http://www.ballstonspacashmob.com/>

On Saturday August 18, 2012 a small business in Ballston Spa will be the subject of a CA\$H MOB. Which business should it be?

BALLSTONSPACASHMOB.COM

Back in 2012 I guess I didn't know how to TAG businesses in my FB posts which you should definitely do.

That way the business gets notice that someone is talking about them.

Then when you contact them in person or via email, they'll be aware of who you are..."I'm the person organizing the cash mob" and you'll be a welcome guest!

I gave the website and the Facebook page to the local newspaper and it appears they deleted the page and let the domain name expire.

Thanks to Archive.org we can still see much of the content...

[CLICK HERE TO SEE ARCHIVED VERSION OF THE FACEBOOK PAGE](#)

[CLICK HERE TO SEE THE ARCHIVED VERSION OF THE WEB SITE](#)

STEP #1

Figure out an area where you want to organize the Cash Mob.

I live in a small town, so it's easy.

4000 population...maybe 50 businesses total. The cash mob can be town wide.

If you're from a bigger city you should pick a smaller area...perhaps a well known neighborhood with at least 30 small businesses.

Emphasis on **small** businesses.

This won't work as well for chains...you want mom-and-pops...pizza, bakeries, deli, hair salons, restaurants, hardware stores, etc.

Businesses where someone could come in and spend \$20 and buy a few

things...so the local motorcycle dealer is not the best type of business to benefit from a Cash Mob.

Focus your selection on a town or part of town where there are a good number of individual-owned businesses.

Once you've figured out WHERE your cash mob will be situated, it's time for...

STEP #2

Identify a few organizations that could help us get the word out.

That might be a chamber of commerce or business association.

Any media outlets would be helpful too...newspaper, radio etc.

Pay no attention to the size or reach of these media outlets...small is good too and they are always looking for something interesting to cover.

We won't be contacting any of these organizations until we have a good start...we don't want anyone swiping our idea!

STEP #3

Identify people to be your selection committee and your accountant.

I decided five would be my number of judges.

You can do more or less.

No one turned me down...

-I got the mayor

-The editor of the local paper

-The Rotary Club president

-A member of the local business association

-Me (you can be a judge or not)

A local accountant did the final tally.

More on the roles of these people later and again, don't contact them until you've got the ball rolling a bit farther down the road.

Once they see community involvement they will be more likely to want to be involved.

Step #4

FACEBOOK SET UP...

Here is the video version of how to set up your Facebook page for your cash mob.

<https://youtu.be/JjB4tmOpGA8>

Coming up with a logo to use for your PROFILE picture.

If you're not graphically inclined and don't know anyone who is, I recommend Fiverr.com for all your logo needs.

Try to find someone who will offer you 5 logos for \$5 and odds are you'll like one...

fiverr[®]

14% of sellers say Fiverr is their main



anika

Rated: 100% Joined Fiverr 7 months ago • last activity: about 11 hours ago
[Contact](#)



I will design minimum 5 logos for \$5

IN GRAPHICS

Order Now (\$5)

[Order more than one](#)
[Contact Seller](#)



anika
rated 100%
🇨🇦

3 days
EST. DELIVERY

100%
GIG RATING ✓

2 orders
IN QUEUE



Collect

I am a graphics designer having 5 years of experience. I will design minimum 5 logos in 5\$. you can see my samples below. I will also provide you free revisions

[Tweet](#) [Pin it](#) [+1](#) [t](#) [f Like](#)



I don't have any experience with that designer I'm only using her as an example.

Ask your designer to come up with a SQUARE logo that will look good in the Facebook box.

Next... Put whatever description you want in the ABOUT box.

Set Up Schenectady Cash Mob

1 Profile Picture

2 About

The power of community and cash coming together to support local businesses here in Schenectady!

For example: your website, Twitter page or Yelp link

Add Another Site

Visit Help Center

Save Info

Skip

I used "The power of community and cash coming together to support local businesses here in YOUR TOWN/AREA "

Finally, you'll be guided through a bunch of things you could do...

The screenshot shows the Facebook interface for a new page named "Schenectady Cash Mob". The top navigation bar includes the Facebook logo, a search bar, and the user's name "Leo Quinn" with options for "Voice", "Find Friends", and "Home". Below the navigation bar, a message states "You are posting, commenting, and liking as Schenectady Cash Mob — Change to Leo Quinn".

The main content area is divided into sections:

- New Likes:** Shows "No new likes" and offers options to "Invite Friends" and "Invite Email Contacts".
- Insights:** A placeholder indicating that once 30 people like the page, the user will gain access to insights.
- Profile Picture:** A large question mark icon with a "+ Add Profile Picture" button.
- Cover Photo:** An "Add a Cover" button.
- Page Name:** "Schenectady Cash Mob" with the subtext "Be the first person to like this."
- Community Description:** "The power of community and cash coming together to support local businesses here in Schenectady!"
- About Section:** A partially visible section with the heading "About".

A "Like" button is visible next to the page name. A tooltip is displayed over the "Like" button, containing the text: "Like Schenectady Cash Mob Show support for the work you've done setting up your Page by liking it. When people visit your Page, they will see that at least one person has been here before." Below the tooltip, there are "Skip" and "Like" buttons.

I don't recommend LIKING it yourself until you've got the logo and a few other things situated.

The screenshot shows the Facebook Admin Panel interface. At the top, the Facebook logo is on the left, and a search bar with the text 'Search for people, places and things' is on the right. Below the search bar, a blue bar indicates the user is logged in as 'Schenectady Cash Mob' and provides a link to 'Change to Leo Quinn'. The main content area is titled 'Admin Panel' and contains several sections:

- Notifications:** A section with a 'See' link on the right. It displays a message: 'You have no new notifications' and a button labeled 'Share something on your Page'.
- New Likes:** A section with a 'See All' link. It displays a message: 'No new likes' and a button labeled 'Invite Friends'.
- Insights:** A section with a message: 'Once 30 people like your Page, you'll get access to insights about your activity.'

A modal dialog box is overlaid on the 'Invite Friends' button. The dialog has the title 'Invite Your Friends' and contains the following text: 'The more people your Page is connected to on Facebook, the more active and engaging it will be. Set an achievable goal of getting your first 50 Page likes. Get started by inviting your friends. [Learn More](#)'. A 'Next' button is located at the bottom right of the dialog.

Same with inviting your friends...not quite yet.

Admin Panel

Ed

Notifications

See All



You have no new notifications

Share something on your Page

New Likes

See All

Insights



No new likes

Invite Friends

Invite Email Contacts



Once 30 people like your Page, you'll get access to insights about your activity.

0 likes

Invite Your Email Contacts

Make sure everyone on your email contact list knows about Schenectady Cash Mob. If they like your Page, they'll start to see some of your updates in their news feeds. Work on getting your first 50 likes by inviting your email contacts to your Page. [Learn More](#)

Next

Same...not yet.



Schenectady Cash Mob Timeline Now Highlights



+ Add Profile Picture

Schenectady Cash Mob

Be the first person to like this.

Community

The power of community and cash coming together to support local businesses here in Schenectady!

About

Highlights

Status Photo / Video Event, Milestone +

Write something...

Activity Recent

Share Something

Tell Page visitors about your latest news, newest promotions, or just say hello. [Learn More](#)

Skip

Post on your timeline

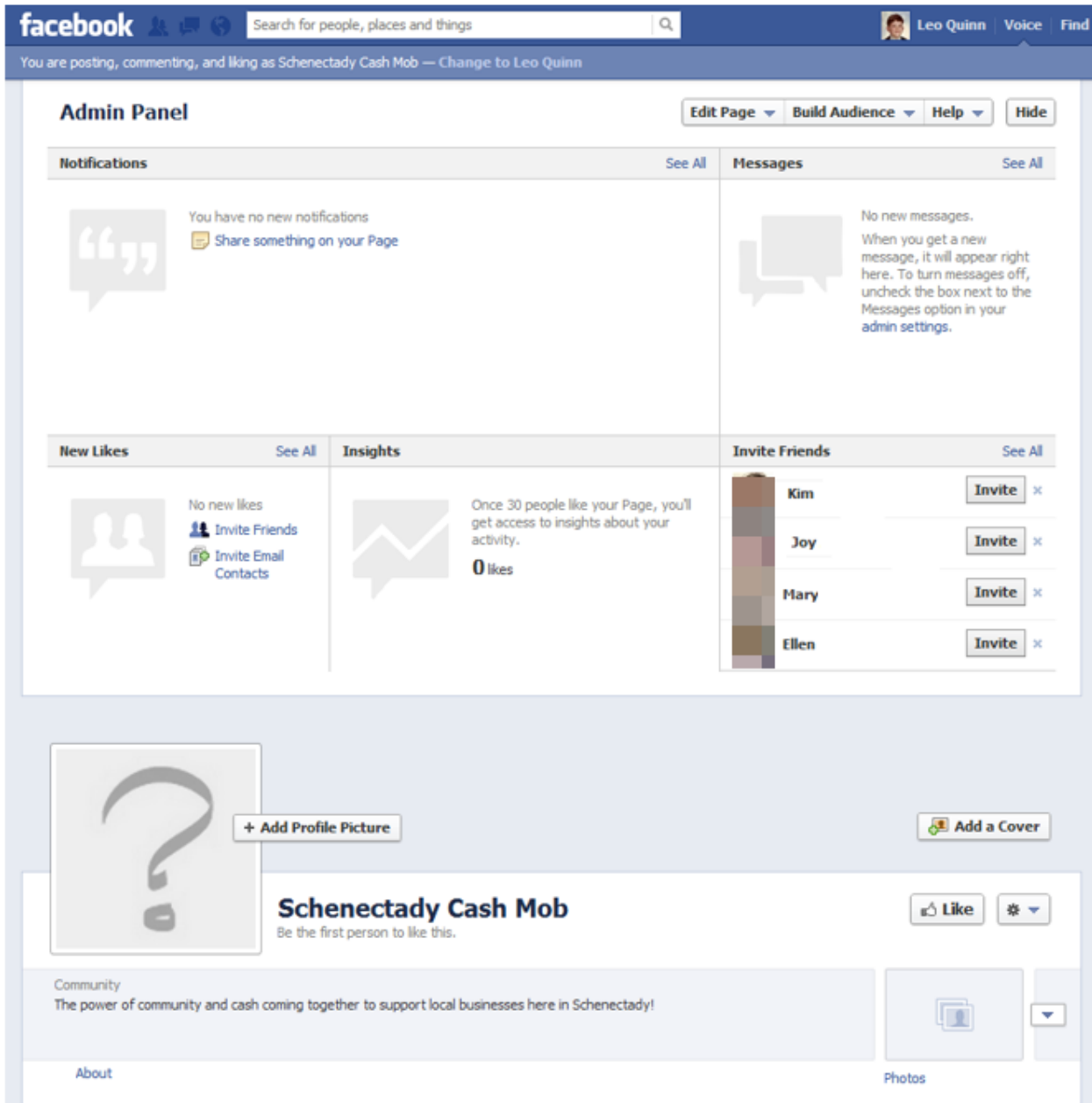


Joined Facebook

2 minutes ago

Since no one will see it yet, no need to post anything.

When you're done, your page will probably look something like this...



The other picture you want is a COVER PHOTO of the area where your cash mob will be.

You could use a picture from Google images but only with the permission of the person who took it.

Better to just go take your own picture of your town and use that one.

STEP # 5

Once you've gotten your FB page set up it's time to add some content...

Text for your First Post...

WHAT IS A CASH MOB?

A "Cash Mob" is simply a group of people who want to support small, local businesses.

We come together on one day and spend at least \$20 at one local business as a way to give the owner an economic boost.

These cash mobs help support businesses that provide jobs for the community.

Cash Mobs happen all across the country and we're setting one up for (THIS AREA)

Here's a quick video that explains a typical event...

https://youtu.be/2_DDDKw863M

There are only three rules for a Cash Mob.

1)Spend at least \$20

2)Meet new people

3)Have fun

The more community participation the better.

More details to follow soon.

Please like and share with your friends and local business owners.

Facebook should take that video link and make it appear for your Facebook Post...



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'CashMob' aims to amp up local bu... 

Exact location will be announced Tuesday at 10 a.m.

YOUTUBE.COM

=unanswered

Boost Post

Publish



If you find a better Cash Mob video use it or if the link I've used is no longer valid, search Youtube and you'll find many more.

Just a note...actually a pet peeve of sorts...

When posting on FB, please use short paragraphs.

Yes, if you hit RETURN when typing a FB **comment** it will post that comment BUT when you are composing a POST for FB, hitting return will move your cursor to the next line.

A large block of text is tiring to the eye and will discourage readership.

OK..pet peeve done.

You should PIN your first post to the top so it's the first thing people see when they arrive.

Don't know how to PIN a post?



Look for that down facing arrow in the top right corner of your posting and click it to reveal PIN TO TOP as an option.

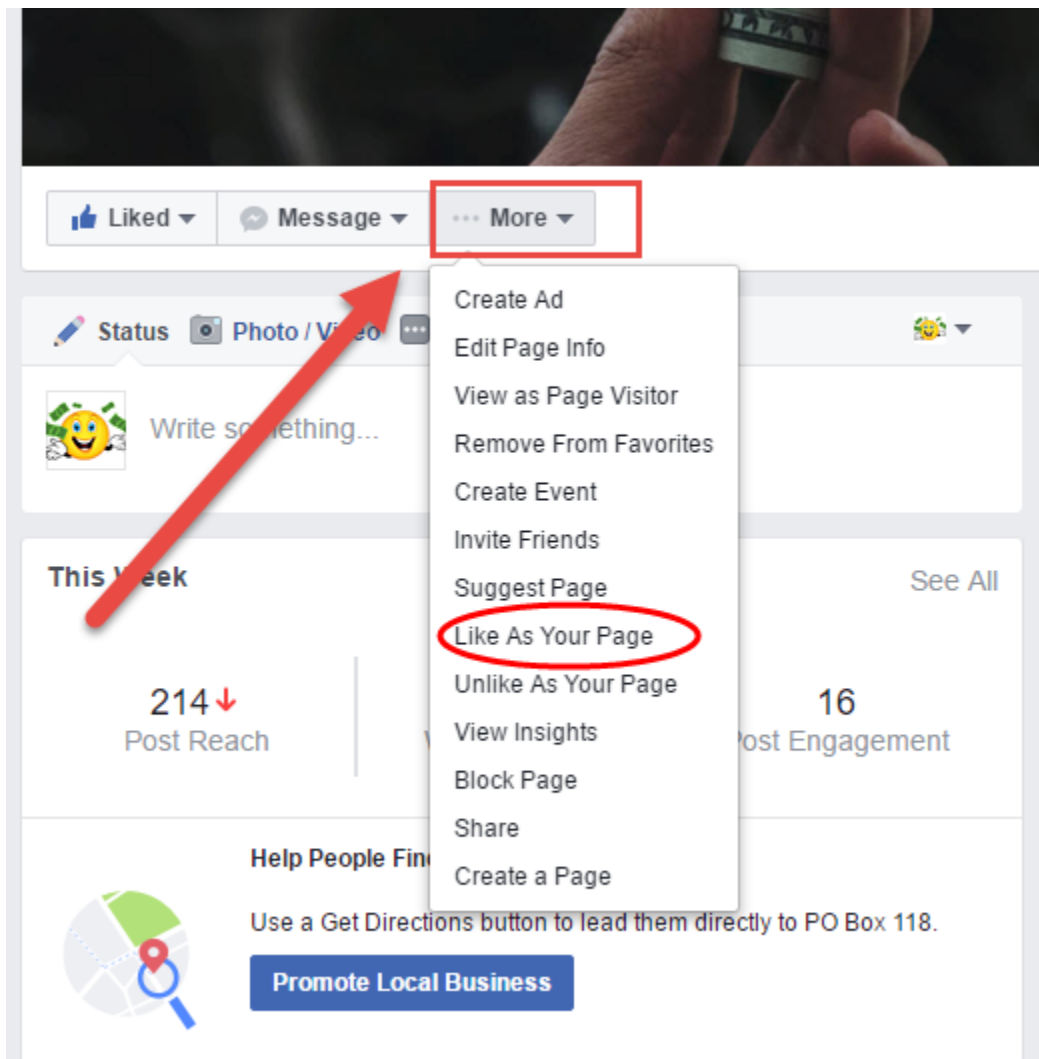
Also notice the EDIT POST option which will come in handy in the future.

Once you've gotten all the pictures and logo ready and you've made this first post, it's time to let people know about it.

Step 6...

LIKE your cash mob page as yourself. If you already are in control of other local FB pages, LIKE your cash mob page using those pages.

You do that by clicking on MORE and then "Like As Your Page"



Step 7 Share the page on your personal Facebook timeline explaining to your friends that you are organizing a Cash Mob in the area...date and time to be determined.

Step 8 Start LIKING the fan pages of all the businesses in the area that would benefit from a Cash Mob.

In the search box, type in your town name and see what pops up...

The screenshot shows the Facebook search interface with the search term 'schenectady' entered in the search bar. The search results are categorized into 'Pages' and 'Places'. The 'Pages' section includes 'Schenectady Cash Mob Community'. The 'Places' section lists several locations and businesses, including 'Schenectady, New York', 'South Schenectady, New York', 'Schenectady ;)', 'Saratoga-Schenectady Gastroenterology Associates', 'Best Fitness-Schenectady', 'Schenectady County Community College', and 'Fuccillo Hyundai of Schenectady'. Each result includes a profile picture, name, address, and engagement statistics (likes, talking about, were here). A 'See more results for schenectady' link is visible at the bottom of the results list.

facebook schenectady

Pages

- Schenectady Cash Mob**
Community

Places

- Schenectady, New York**
Schenectady, New York
7,250 like this · 10,083 talking about this · 45,806 were here
- South Schenectady, New York**
Rotterdam, New York
59 like this · 854 talking about this · 446 were here
- Schenectady ;)**
Schenectady, New York
One likes this · 54 were here
- Saratoga-Schenectady Gastroenterology Associates**
Saratoga Springs, New York
0 like this · 4 were here
- Best Fitness-Schenectady**
2330 Watt St, Schenectady, New York 12304
62 like this · 41 talking about this · 2,854 were here
- Schenectady County Community College**
78 Washington Avenue, Schenectady, New York 12305
323 like this · 28 talking about this · 2,159 were here
- Fuccillo Hyundai of Schenectady**
4101 State Street, Schenectady, New York 12304
1,125 like this · 35 talking about this · 99 were here

[See more results for schenectady](#) ▶
Displaying top 8 results

You can also get good results with your town name and RESTAURANT and SHOP

Admin Panel

Notifications



You have
Share

New Likes



No new likes

Places



McDonald's
1224 State St, Schenectady, New York 12304
1,391 like this · 59 talking about this · 312 were here



Bangkok Bistro Thai Restaurant
268 State St, Schenectady, New York 12305
1,613 like this · 108 talking about this · 6,421 were here



Villa Italia Bakery
226 Broadway, Schenectady, New York 12305
2,747 like this · 72 talking about this · 874 were here



Denny's
60 Nott Terrace, Schenectady, New York 12308
32 like this · 17 talking about this · 1,194 were here



Perreca's Bakery - Italian Bread, Pastries, Soups & Cupcakes!
33 N Jay Street, Schenectady, New York 12305
6,790 like this · 30 talking about this · 264 were here



Blue Ribbon Family Restaurant of Schenectady
1801 STATE STREET, Schenectady, New York 12304
392 like this · 33 talking about this · 199 were here



Panera Bread
601 Troy-Schenectady Road, Latham, NY 12110
62 like this · 15 talking about this · 1,024 were here



iHop
2025 State Street, Schenectady, NY 12305
42 like this · 7 talking about this · 868 were here

See more results for schenectady restaurant ▶
Displaying top 8 results



Visit each page of a business that could benefit from a Cash Mob in your area and like their page AS your Cash Mob page...

NOTE: What do I mean by "visit each page that could benefit from a cash mob"?

Any business that would be helped by someone coming in and spending \$20 would be helped by a cash mob.

A real estate company, a construction company, swimming pool installers, a gym and an insurance agency are all examples of businesses that would NOT be helped by a cash mob.

A dry cleaner is an example of a business that could be helped by \$20 from a bunch of people BUT probably wouldn't be the best fit for a cash mob.

Ideally your "mobbers" will be leaving with something to show for their \$20.

In the case of a dry cleaner, they'd be leaving with a receipt.

A liquor store is a tough case too.

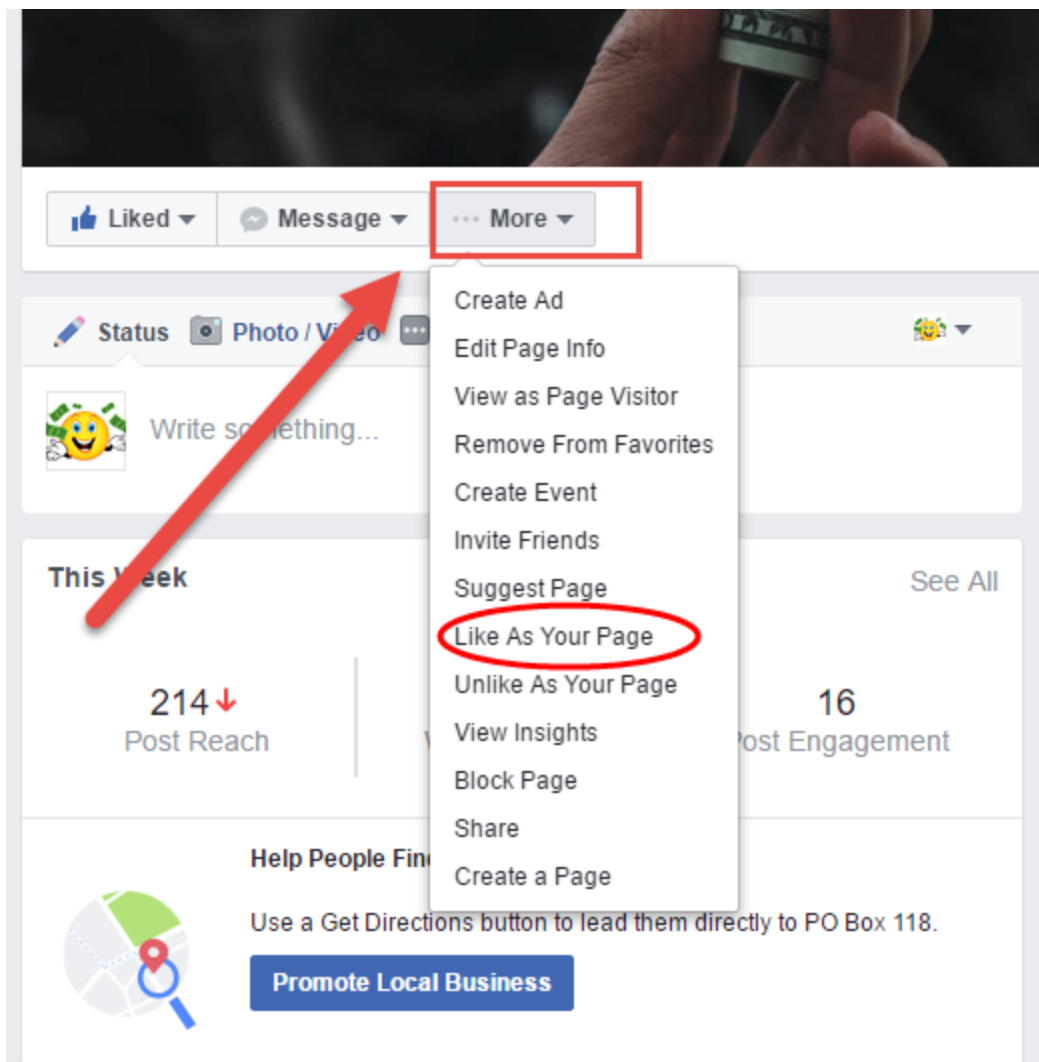
Kids really add to the atmosphere of a cash mob and they wouldn't be brought along by too many mobbers!

Hair salons are not the best choice either. There would be lines and probably a lot of people who don't want to wait.

In any case, this advice is only for the local pages you should LIKE as your cash mob page.

If one of those type businesses wins the cash mob so be it!

OK...back to liking business pages AS your cash mob page...



The business will get a notice that your page has liked theirs and they'll likely take a look because they've probably never heard of a Cash Mob.

While you're on the pages of local businesses take a peek at the business pages they like...

to run trivia to participate in!



Bars & Grills in Templeton, California

LIKED BY THIS PAGE



Shale Oak Winery



Cal Poly Arts



Wheelie Willy's Templ...



English (US) · Español · Português (Brasil)
· Français (France) · Deutsch



Privacy · Terms · Advertising · Ad Choices ·
Cookies · More

Like · Comment · Share

Faruk Hodžić, Heather Hewitt and 5 others like

Write a comment...

The Happy Cappuccino shared The Happy...
about an hour ago

Come get your Happy Cappy tote bag, before
Spend over \$5 at The Happy Cappuccino and get
supplies last!

Likes

- The Bier Abbey**
Restaurant · Beer Garden · Bar
- Bel Cibo Fine Gourmet Foods and Spices**
Local Business
- Chunks of Energy**
Food/Beverages
- The Stone Thoreaus**
Musician/Band
- Two Degrees**
Food/Beverages
- Eco Sun & Power, LLC**
Energy/Utility

Close

Visit the pages of the ones that are local and LIKE the ones that make sense for a Cash Mob.

STEP # 9

Taking Entries For Your Contest

You'll need a Gmail account and in case you don't have one, go to Gmail.com and start one...



In fact, it would probably be a good idea to start a special Gmail account for this... Perhaps YOURTOWNCashMob@gmail.com

Once you've done that it's time to set up your survey form which will collect the nominations from people in the community.

You'll need to be signed into your Gmail account to do this.

Here's a video on how to do that...

<https://youtu.be/7lAbrqLqLJ4>

[Here's a link to a finished form](#)

STEP 10

It's time to start getting some likes to the page from people.

Don't put a link to the nomination form yet.

Simply send a message to your friends and family who live in the area and ask them to like your page.

Something like...

Hi (name)

Have you ever heard of a cash mob?

Well, I'm organizing one to benefit local, small businesses and I'd appreciate it if you'd like my page...

LINK TO PAGE

It's all explained on that page and NO you don't actually have to participate.

At this point I'm just getting set up and figure any ideas from my friends would be helpful.

Thanks!

Your name.

If you're a member of LOCAL Facebook groups you could also make an announcement in those groups. The "garage sale" type Facebook groups would be perfect for this.

Same type announcement...

Have you ever heard of a cash mob?

Well, I'm organizing one to benefit local, small businesses and I'd

appreciate it if you'd like my page...

LINK TO PAGE

It's all explained on that page and NO you don't actually have to participate.

At this point I'm just getting set up and figure any ideas from people in the community would be helpful.

Thanks!

Your name.

...

OK...assuming you have some good quality friends on FB, and/or belong to some active groups, you'll get a nice bump in LIKES.

We just need 20 or so to give us some credibility before we go to the next step which is.

Step #11

FINDING THE SELECTION COMMITTEE...

These are going to be the people who will choose our winning business.

In your area look for the contact email for...

A Rotary club

A Kiwanis club

An Elks club

A newspaper

A mayor

Any civic organization or member (maybe a school principal or police chief or fire chief?)

An accountant

A business association

A chamber of commerce

Send an email to each of them which says...

Subject line... Would you be one of our judges?

Hello!

My name is _____ and I am in the process of organizing a "Cash Mob" for (your area).

If you're not familiar with the concept, a "cash mob" is a group of people who descend upon a small business on one day and spend at least \$20.

You can learn more about "cash mobs" on the Facebook page... (your link)

I'm writing to see if you would help us out by being a judge?

No heavy lifting is involved.

We'll be soliciting nominations from members of the community and your "job" is to review the entries and pick your top three favorites.

You can do this "work" from the comfort of your own home.

You'll send your choices to a local accountant for tallying and your job will be done.

We haven't settled on a date yet, we're just getting all our ducks lined up first.

Please let me know ASAP.

Thank you

Your Name

Your Phone

Send the above email to the president or leader of the organizations.

Don't send that email to the accountant or the chamber or any local business association yet.

As you get people agreeing to be on the selection committee, thank them publicly on your FB page...

"A BIG THANK YOU to Joe Smith, president of the Rotary Club for agreeing to be a member of the YOUR AREA Cash Mob selection committee."

Be sure to first like the local Rotary Club fan page and then TAG them in your announcement.

They'll probably acknowledge it in some way and you'll get more LIKES.

Find one area accountant and send him/her this email...

Subject line... Accountant needed who can count to 30!

Dear Mr./Ms. _____

My name is _____ and I am in the process of organizing a "Cash Mob" for (your area).

If you're not familiar with the concept, a "cash mob" is a group of people who descend upon a small business on one day and spend at least \$20.

You can learn more about "cash mobs" on the Facebook page... (your link)

I'm writing to see if you would help us out by being our official accountant.

No heavy lifting is involved.

Several area business leaders will be making their selections from the entries we get and I thought it would be fun/smart to have an unbiased 3rd party YOUR AREA accountant tally the results.

We haven't worked out a date for the "Cash Mob" yet but when nomination

period ends, the members of the selection committee will pick their top 4 choices.

*Choice 1 gets 4 points,
Choice 2 gets 3 points,
Choice 3 gets 2 points and
Choice 4 gets 1 point*

They'll email their selections to you...you total them and let us know who wins.

If you'd rather not participate that's OK too just let me know either way, as soon as you can.

Thanks very much!

Your name

Your Phone

Same thing here...once you find an official accountant thank them on the FB page.

If you don't hear back within a couple days, send to another one OR ask on FB if anyone knows an area accountant who can count to 30.

An extra good time to follow up is after you've had several nominations come in. This just solidifies your credibility.

NOTE: Some have asked why I went the written nomination route instead of simple voting.

Two reasons...

I will provide 45 online contest votes via Facebook or social Media

★★★★★ (48) 3 Orders in Queue

Digital Marketing / Social Media Marketing



The clever business owners could buy votes and the larger businesses with big followings would have more votes simply by virtue of the fact that they can reach more people.

The written nominating procedure gives us the chance to hear about things we wouldn't normally hear...the good these business owners do in the community that doesn't get publicized.

For example...

thriving town.	L
I would like to nominate Frank Rant of the Front St. Wheats and Sweets bakery for the cash mob on August 18. He is amazingly community-minded, and, it seems, a friend of the entire village! Today, when we were chatting with him over a turnover, a client came in just to tell Frank that his baby had arrived. Frank was enthusiastically congratulatory. I am always amazed at how many people know him as a friend—and he knows them by name and situation. One day, as a bad thunder storm was just beginning, he persuaded a grandmother and her two grandkids to stay in the bakery instead of walking through dangerous lightning. He regaled them with food and cheerful conversation until the danger was past. That's the kind of guy he is.	
As well as being a good friend and citizen, Frank is a great baker! His cream scones are to die for! Please consider him as a front-runner for the cash mob!	F

STEP # 12

Once you have at least 4 judges it's time to pick a date.

Mine was almost 8 weeks out...

I started the ramp up to mine on June 20 and held the cash mob on August 12th.

This was primarily because I was making it up as I went along and didn't know how long things would take.

I think 30 days or less is possible with this guide.

Pick a Saturday or early evening on a weeknight for maximum participation.

You want time to get the word out and interact with as many business owners as possible....even if it's only via email.

Once you've chosen a date, add that date to your first post using EDIT POST

****DATE CHOSEN****

The YOUR AREA CASH MOB is being held on Saturday...

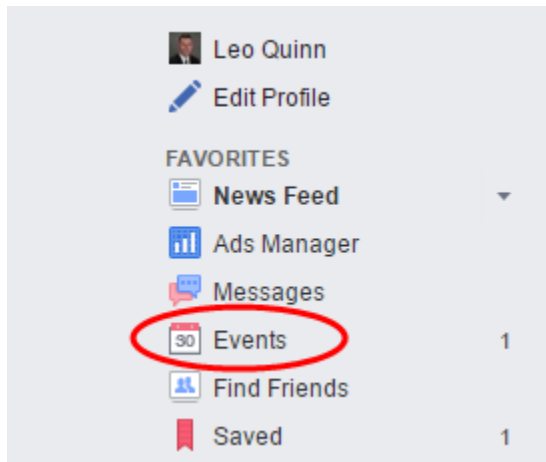
*Nominate YOUR favorite YOUR AREA business by clicking this link...
(link to your nomination form)*

Contact the businesses whose pages you've liked and let them know the date has been chosen and encourage them to send the link to their Facebook fans.

STEP #13

You should also set up an EVENT on Facebook...

On the left of your Facebook account...Click EVENTS



On the next page click CREATE



Create a PUBLIC Event




Create Private Event ✕

Private Event
Visible only to people invited

Public Event
Visible to anyone on or off Facebook

Choose a Theme Upload Photo

Recommended Themes ✕

Event Name 0 / 64

Location


Date/Time + End Time

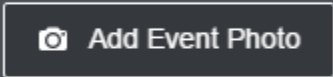
Description

Guests can invite friends

The HOST is the Facebook page you've made for your Cash Mob

Create Public Event ▾

Host  Spotlight on Local Business ⇅

Event Photo 

For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)

Event Name ⓘ 0 / 64

Location ⓘ

Start

End

Use the same picture you used setting up the FB page.

Until the winning business is chosen, use your town as the location.

For the time... use the opening time of the business and one or two hours later.

We'd prefer to limit the cash mob to a short time frame.

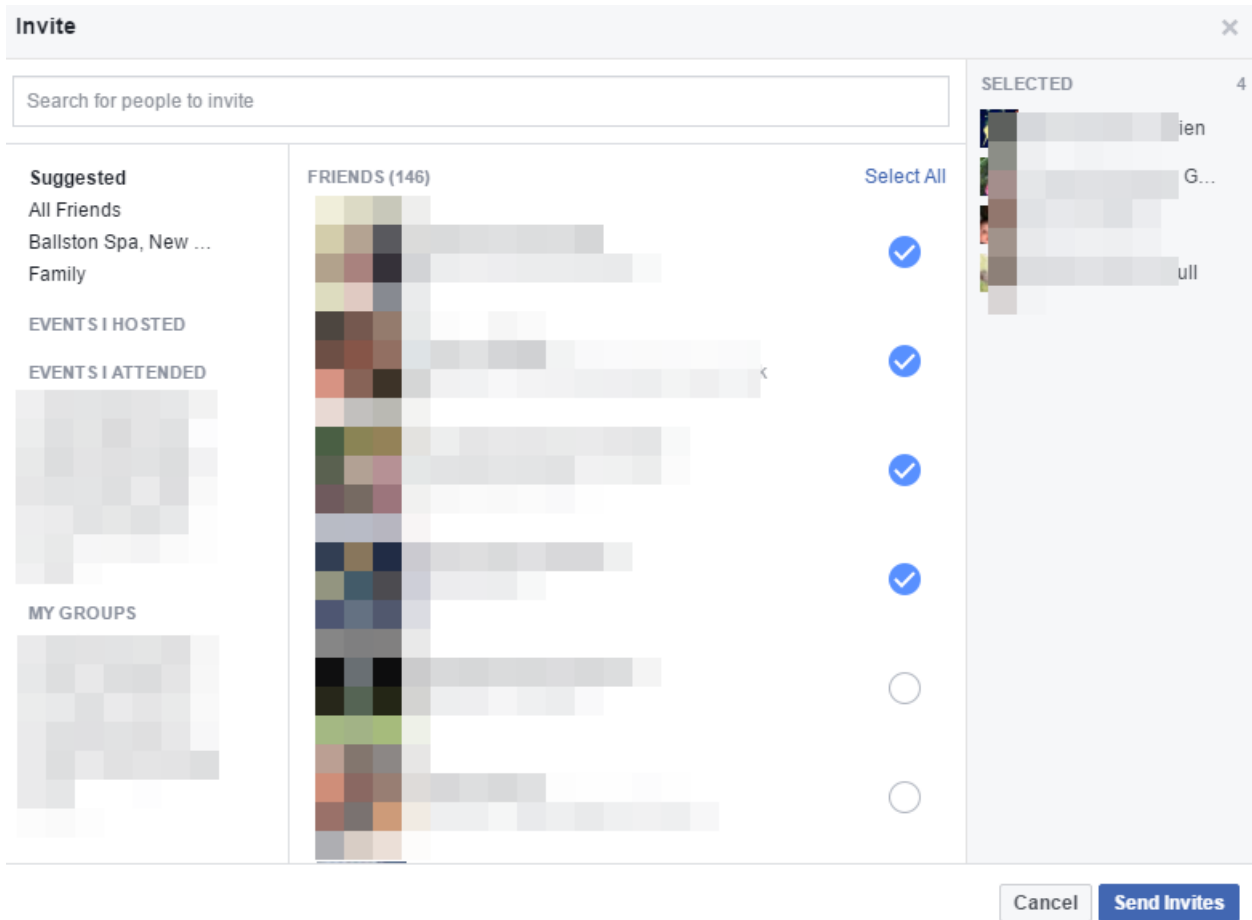
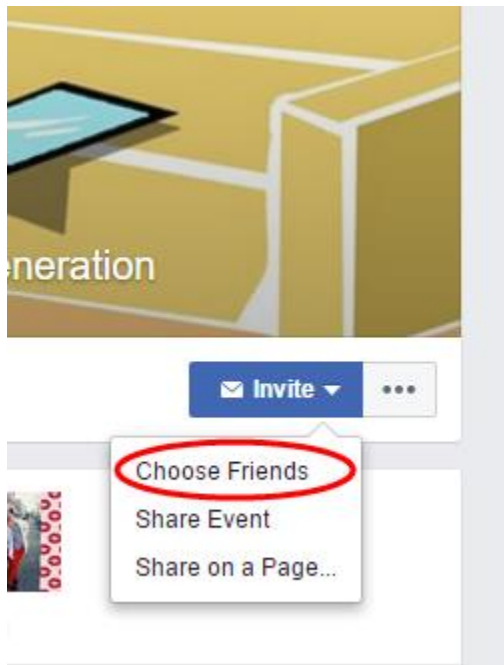
The image shows a screenshot of an event creation form. At the top, the 'Category' dropdown is set to 'Neighborhood'. A red arrow points from the 'Description' field to the 'Neighborhood' dropdown. Below the category, there is a 'Description' text area with the placeholder text 'Tell people more about the event'. Underneath is a 'Keywords' text area with the placeholder 'Type and select keywords from the list of results'. There are two checkboxes: 'Free Admission' (unchecked) and 'Family Friendly' (checked). Below these are three more text areas: 'Ticket URL' with placeholder 'Add a link to your ticketing website', 'Co-hosts' with placeholder 'Add your Pages or friends', and two more checkboxes: 'Only hosts can post on the event discussion' (unchecked) and 'All posts must be approved by an admin' (unchecked). At the bottom right, there are three buttons: 'Cancel', 'Create', and a dropdown arrow.

In the category choose COMMUNITY then NEIGHBORHOOD.

Click FAMILY FRIENDLY

Since we hope people will be spending money at the Cash Mob we won't check FREE ADMISSION.

Click CREATE and then on the next page invite some people who live in the area...



Share the event on your FB page too...at least once a week.

STEP #14

Acknowledge Entries

As people start to nominate businesses, acknowledge it on the Facebook page...

We have our FIRST nomination for the YOUR AREA Cash Mob... Joe's Pizza...Mary Ann says... then copy a portion of her nomination....

Be sure to tag Joe's Pizza so they get notice of it.

Acknowledging every entry isn't necessary but you should try to post something every day at least at the start to get things moving.

Anytime you get a particularly good or heartfelt nomination, post notice of that too. Emotion will generate excitement and more entries.

STEP #15

OK...now that you've gotten some momentum with all the above, NOW is the time you can contact the chamber and other business associations in the area.

WHY now?...because you don't want them to steal your idea or discourage you in some way.

You want that snowball well down the hill before you officially notify them.

Send them that same email as above.

Don't be surprised if they contact you first or have heard of it before you contact them.

STEP #16

Lather. Rinse. Repeat.

Keep the momentum going by regularly promoting on Facebook...if you do have a budget, you can boost some of the posts for as little as \$1 a day.

Keep tagging businesses when a good nomination comes in for them.

Keep pointing people to the event page so they can indicate if they'll attend.

DURING THE NOMINATION PROCESS

The several weeks of nominations in the run-up to your actual cash mob is your time to SHINE!

If you play your cards right, you can use this time to talk about WHATEVER offline services you sell.

- SEO
- Email Marketing
- FB ad services
- Reputation management
- Directories
- Postcards/Print advertising etc.

First, anytime you get a nomination send a copy of it to the business via email or Facebook message.

If a particular business is getting a lot of nominations, you may want to send 3-5 at a time.

Include the name and email address of the person who nominated them.

They may want to contact those people and ask them for an official Facebook review or Yelp review if it makes sense.

At the very least they'd want to post copies of the nominations on their Facebook pages and websites.

Encourage them to do that as a way of getting more nominations.

Here's an example of the entries I got for my cash mob...

Tell us why this business should be mobbed with cash.
They have the BEST meat, love the sandwich steaks!
The food is terrific and the owners are dear wonderful people. They work hard and treat every customer like a life long friend
This business has recently been taken over by new owners. I have been in a few times since the re-opening. The new owners are friendly and hardworking. I think it would be great for the community to show our support to this new venture. This business is symbolic of the many changes that have taken place in the Village over the past few years. I think we should be supporting the continued re-development of the downtown. In addition, it would be a great place for local people to meet each other and have a glass or two of wine.
Frank was gutsy enough to open a bread and sweets bakery in the Village of Ballston Spa. He is competing with grocery stores and basically does all the work by himself. The baked goods are fantastic. I think that Frank deserves the support of our community.
Because it's a true home town business. Open since the early 1900's, still family run and they know the locals- JUST LIKE THE OLD TIMES!
It's always a bit like stepping back in time going there. They are so nice and helpful and it truly is the heart of ballston spa.
great food - every day. friendly gathering spot
This unique gourmet shop has high quality goods not found anywhere else locally. It is just more than a year old. Small businesses tend to struggle until a niche is made. This is the "off" season and I would hate to see our village loose such a gem.

The fact is, this nominating process will probably be the most positive feedback some of these businesses have ever gotten and YOU are the one responsible for it.

Don't let them forget it.

Be in their email box frequently with updates and reminders to keep promoting the nomination form.

IN-PERSON VISITS

I don't have any specific advice on when in the nominating process you should visit the businesses other than AFTER they've had some nominations and are aware of the cash mob.

Time your visit during what may be a slower time for them.

What to say?

"Hi I'm (your name here)...the person organizing the cash mob."

They'll be happy to meet you.

What to say next will depend on how they respond.

Talking points...

"I'm here to learn more about your business so I can post it on the Facebook group"

"I noticed your yelp reviews..."

"Do you ever do any postcard advertising?"

"Were you happy with your Groupon results?"

"Anything I can do to help you get nominations?"

"Do you have an email list of customers you can contact about doing a nomination?"

Most won't have a list is this is a great opportunity to talk about managing their customer list if you want to offer that service.

Can you see the power of this?

You're focused on helping them which they are not used to from non-customers they deal with!

When you are visiting, take pictures...talk to the owner and employees about the business and why they should get the cash mob.

Post notice of your visit on the FB page when you get home and indicate you hope to visit all the nominated businesses.

You don't want to be seen as favoring any one business.

MAILING LIST

I didn't think to do this in 2012 but now I'd start a list using MailChimp to keep in touch with people who nominate a business.

Mailchimp accounts are free up to 2000 names which is plenty for this use.

Use it to thank them for their nomination and encourage them to share the page with their friends on Facebook and via email.

When a winner is announced email the list and encourage them to support the business on cash mob day even if the business they nominated didn't win.



Get started with a free account

Create a free MailChimp account to send beautiful emails to customers, contributors, and fans. Already have a MailChimp account? [Log in here](#)

Email

Username

Password

[Show](#)

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum

Get Started!

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

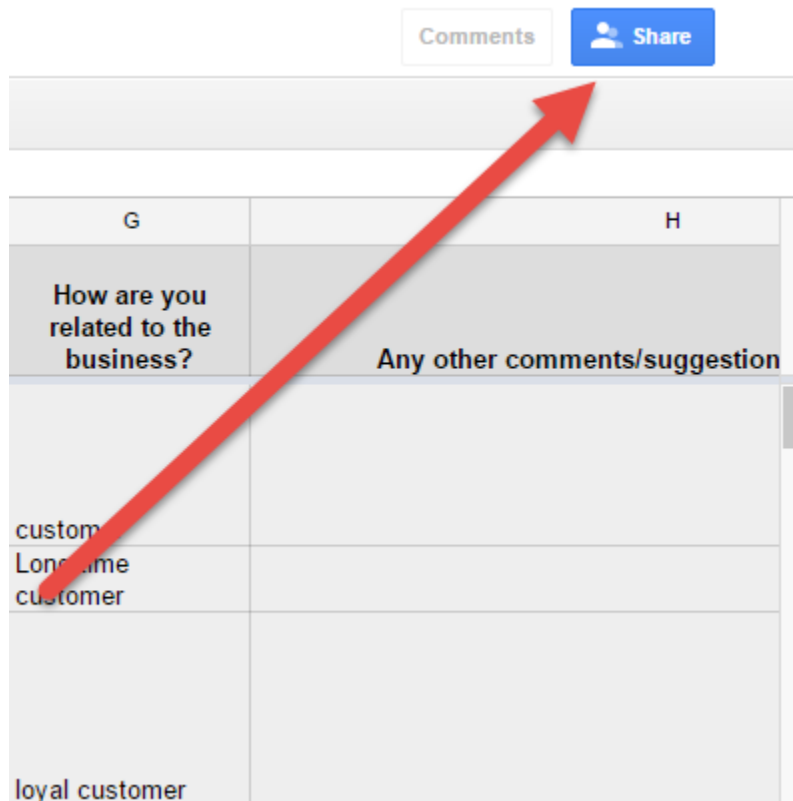
As part of the registration process, MailChimp asks for a website address. Use the address of your Facebook Page.

CHOOSING A WINNER

I made my cutoff date for nominations about 10 days before the cash mob date.

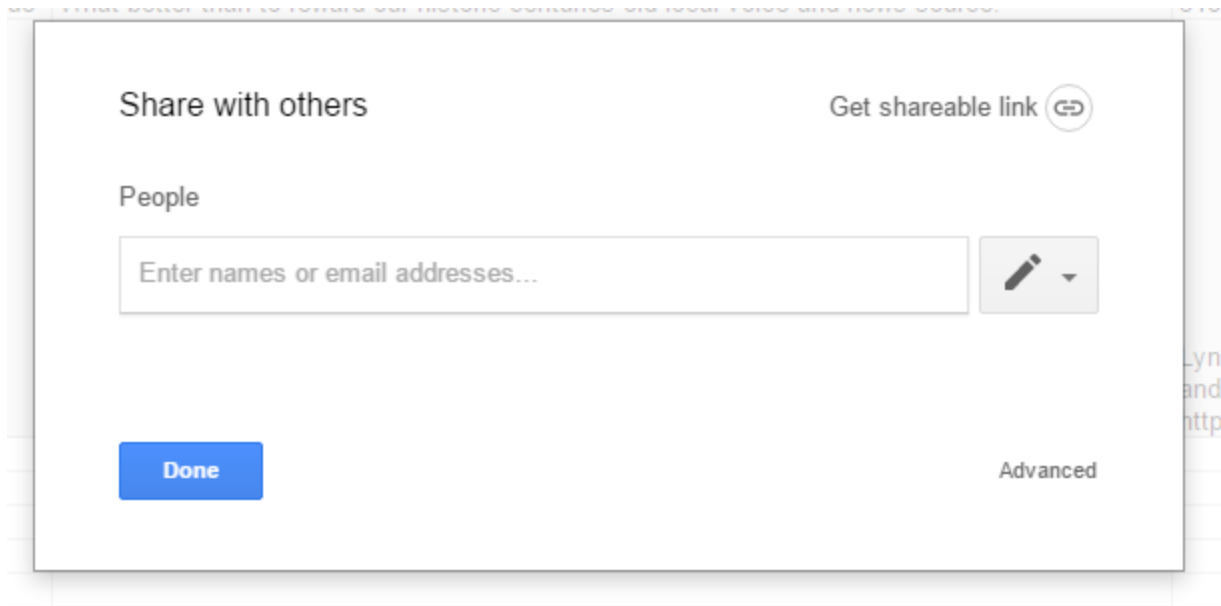
On that date I shared a link to the nominations with the selection committee.

This is easy to do using Google Documents.



The image shows a portion of a Google Document interface. At the top, there are two buttons: 'Comments' and 'Share'. A red arrow points from the 'Share' button down to a table below. The table has two columns, G and H. The first row of the table has the following content:

G	H
How are you related to the business?	Any other comments/suggestion
custom Long time customer	
loyal customer	



Contacting The Selection Committee

My subject line was:

Cash Mob Voting...

Dear name

Thank you again for agreeing to help judge the entries for the YOUR TOWN Cash Mob.

Here is a link to all the nominations...

LINK HERE

All you have to do is look through them, choose your top 4 and send them to ACCOUNTANT at ACCOUNTANT EMAIL.

Your top choice will get 4 points, your second choice 3 and so on.

Please do this ASAP so we have time to contact the winner and get them ready.

Thank you!

Leo Quinn

P.S. Please let me know you got this email.

My email to the accountant...

Hi Bill...

The nomination period has ended and hopefully the selection committee members are reviewing them.

You should be getting emails from...

- The mayor
- BSBPA
- The Journal
- and
- Rotary Club

My selections are...

Please assign 4 points to each top selection, 3 points to each 2nd and so on.

When you've heard from everyone, do some quick math and let me know who the winner is, second place etc.

Thanks very much.

Leo

P.S. Please let me know you got this email.

DIDN'T WIN?

Using my model of cash mob there is only one winner but that doesn't mean other businesses can't benefit.

I've seen restaurants encourage people to stop by AFTER the cash mob for special deals.

"Bring your receipt from (WINNING BIZ) and get a free XYZ"

Any business that is in the same area as the winning business could do something to attract the people that will be visiting the winning biz...the receipt idea is a good one...bring your receipt from (WINNING BIZ) and get XYZ.

This gives you ANOTHER way to prove your value to the whole business community and interact with the businesses who didn't get chosen.

More on this below...

GETTING READY FOR THE CASH MOB

Once the winner has been chosen by the selection committee it's time to SHINE again!

First contact the judges...

Hi name...

Thanks for your voting. I appreciate it.

XYZ was the winner.

The easy part is now done. Next step is getting people to show up.

I don't have a zombie army of people ready to spend money or they'd be coming to my house!

The "cash mob" comes from the community and anything you can do to get the word out would be appreciated...Facebook, Twitter, Email, yelling

our your window etc.

The official date and time is

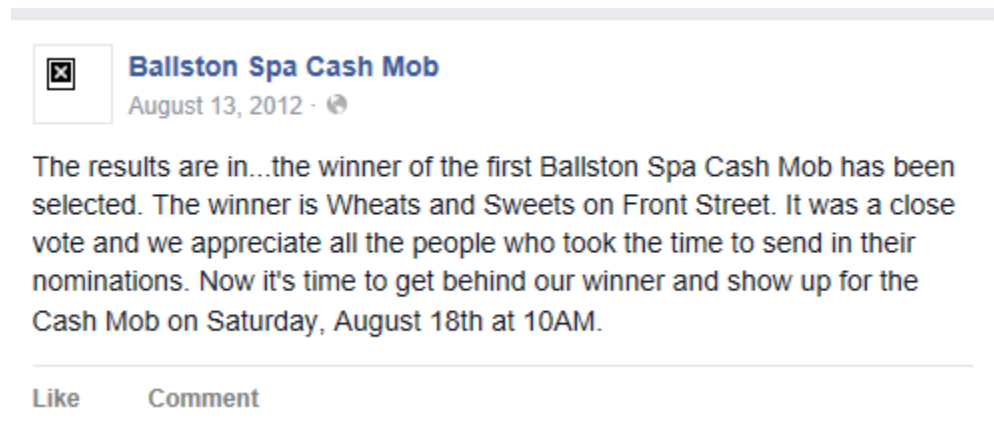
Any questions, comments or suggestions are welcome.

Hit reply or give me a call

Thanks again,

Leo

Next, announce the winner on Facebook...



Do it better than me!

Include a picture of at least the exterior of the business.

Also, encourage liking and sharing.

Now you will REALLY have the attention of the winning business owner.

They will be excited about the prospect of making lots of money on that day.

You want to encourage them to collect the contact information of everyone who shows up on Cash Mob day.

You know online marketers are constantly beating the drum for list-building and you should be doing the same with local businesses.

Perhaps this is a service you can provide? Hint hint

After the cash mob they'll have the start of a great list and you could get the job managing it for them.

Encourage them to come up with a special offer for Cash Mob day so you have something extra special to talk about in the run up.

CHARITY TIE-IN

If they have a favorite charity and want to incorporate a fundraiser for the charity on cash mob day that would get the charity excited about promoting it.

School and scout groups would be GREAT for this because the kids all bring parents!

CROSS PROMOTIONS

If the winning business owner is good friends with other area business owners they may want to do something together.

"Spend at least \$20 on cash mob day at (winning biz) and get xyz from (partner business)."

Maybe other area businesses have coupons they want the winner to hand out?

Send an email to the other businesses in town...

"Jim Smith, the owner of XYZ biz and the winner of the cash mob would love to support your business too.

If you have coupons or other special offers you'd like to hand out on the date, let me know."

Use this ramp-up time to really help the winning business selflessly.

The two ideas above and any you come up with from your own expertise, will likely impress the owner and demonstrate to her that you are someone they should listen to and work with but first get the event done.

The work you've done encouraging them to use the entries to get more reviews on Facebook and Yelp will help too.

THE BUSINESSES THAT DIDN'T WIN...

All hope is not lost for the businesses that didn't win.

Of course, they will be disappointed but you can still help them profit from the event.

First off, deal only with the people you liked.

You've likely met most of the business owners and their employees. If you didn't care for them, then no need to keep in touch.

I had one lady say, "I can't believe I lost to a loaf of bread" when the bakery was announced as the winner of my cash mob.

I held my tongue on that one!

Everyone loved the baker and I never heard her name mentioned by anyone else.

She had seven nominations...four from relatives and three from other vendors in the store. All of whom would have benefited from a cash mob.

Not one customer nominated her.

Her husband wrote a 937 word essay. By far the longest nomination.

Anyway, I really need to let that go! 😊

As mentioned previously, cross promotions are a good option for the businesses that didn't win.

If a toy or book store won...or any store that doesn't serve food, I'd encourage a food business in town to give away samples or coupons IN the cash mobbed business to get them into their business.

That will work only if the winning business is open to it.

Of course, other businesses in town don't need the permission of the winner to piggyback off the event.

Any business in town who got nominated but didn't win could come up with a special offer.

To be fair, and not to cut down on attendance at the winning business, I'd encourage them to make a special offer contingent on getting a receipt from the winning business.

My favorite selling point for the non-winning business is what I call the "Do-it-yourself Cash Mob"

This is how I introduce list-building as a service I can offer.

We people who are familiar with online lists know that those lists can cause "cash mobs" by pressing send on an email.

Unfortunately, most business owners HOPE their customers will come back.

How many local businesses you deal with on a regular basis know how to reach you and do so on a regular basis?

Very few I'd guess.

You can show them that building their email list is THE best way to get customers through the door on very short notice.

The can run their own "CASH MOB" whenever they want.

No paying the local paper for ads that start next week and that may or may not work.

No more Groupon either, when you have your own list.

If one of the nominated businesses has done a Groupon you can definitely impress them by talking about list building and how they can do their own Groupon-style promotion and keep all the money when they have an email list of their own customers.

PUBLICITY

Every media outlet within 25 miles should hear about your Cash Mob.

Contact the SUPPLIERS of the winning business. They benefit when their customer (the winning business) sells more stuff.

Contact business support organizations in neighboring communities.

Don't be surprised if you get asked to organize one in their town.

In my area, we have local politicians who will show up at the opening of an envelope.

Send them notice of the Cash Mob...

Dear local politician

We thought you might like to know that YOUR TOWN has chosen their first Cash Mob recipient.

The event is happening at BUSINESS on DATE at TIME

We'd love to see you there and if you could promote it on your social media channels, that would be appreciated.

Thank you very much.

Sincerely,

Your name

Your number

Here's a sample press release you could use...

Contact: Your name

FOR IMMEDIATE RELEASE

Tel:

Email:

YOUR TOWN "CASH MOB" SCHEDULED

Area's first community-selected cash mob recipient announced

YOUR TOWN – Community minded residents are invited to participate in Your Town's first "Cash Mob" to support local BIZ NAME on DATE at TIME.

A "cash mob" is simply a grassroots group of people who want to support local small businesses. They come together on one day and spend \$10-\$20 at a business as a way to give the deserving owner an economic boost.

"BIZ NAME" was chosen by a selection committee of community members including Mayor Name (or biggest local name). The committee reviewed over XXX nominations received from area residents.

YOUR TOWN residents and others interested in participating in this Saturday's "Cash Mob" are welcome to meet at "BIZ NAME", ADDRESS from BEGINNING AND END TIME on DATE

They can also find more details on Facebook at [Facebook.com/YOURTOWNCashMob](https://www.facebook.com/YOURTOWNCashMob)

###

For more information about the YOUR TOWN Cash Mob, please YOUR NAME at YOUR NUMBER or e-mail YOUR NAME at YOUR EMAIL.

Have that press release ready to go as soon as a winner is chosen.

Send via email and regular mail if at all possible.

If it's a small publication or media outlet, make a call.

They want to get the on the good side of local businesses who may spend advertising dollars with them.

CONCLUSION

My Cash Mob was a one time event, so far, but I know there are communities that do them on a fairly regular basis.

Depending on the size of your community and the size and enthusiasm of the crowd you got for the first one, monthly or quarterly cash mobs might make sense.

I wouldn't go through the nomination process again, though.

You might do the second cash mob for the business that came in second and so on.

You might make that intention known ahead of time to keep the attention of THOSE business owners..."you're getting the next cash mob so here's what you should be doing to prepare..."

-building your customer list etc.

You might also use the model from Cambridge, NY...just start at one end of town and walk to each business.

The organizer of Cash Mobs is ALWAYS a welcome guest in local businesses.

Use that goodwill in regular contact.

Like and share their stuff on Facebook using your personal account.

Keep on their radar until the next cash mob and only good things will happen.

Whatever you decide to do, PLEASE...get a Cash Mob started in your area TODAY!

Don't delay.

Go to Facebook right now and start a page.

This really is an incredibly fun and easy way to get on the radar of local business owners.

Send me your questions and your updates.

Send me links to your FB pages and I'll like them to help you get going.

Be active in the SECRET Facebook group.

"Secret" means your other FB friends won't know you're in it or what you're doing in there. But I have to individually invite people so, send me an email with your FB email address so you are sure to get the invite.

ljq@leoquinn.com

Stay on my list.

I WILL be sending updates as I get them from other Cash Mobbers which you can learn from.

I look forward to hearing your results.

Best wishes,

Leo Quinn

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