

Jan 2010



Newsletter

New Hampshire
Self Storage
Association

2200 Front St
Manchester, NH
03102

Upcoming Events:

*There will be an
annual meeting
in March.*

*Exact date is
To be announced.*

For newsletter
comments, questions or
suggestions, contact the
editor, Lisa Willis, at
[MeredithSelfStorage@
MyFairpoint.net](mailto:MeredithSelfStorage@MyFairpoint.net)

Getting the Most Out of Nothing

When I first moved to the storage property that I now manage I had some minor obstacles that are to be expected in taking over an office; learning where everything is, meeting all of the tenants, updating contact information to my own and other typical tasks. What I did not expect was a slew of calls for a property other than my own and some very confused conversations about my location.

It seems that somehow in the mishmash that is the internet my property's telephone number was mistakenly listed for a property on Route 4 but mine is off of Route 104. Some computer somewhere had matched the two up and it took a quite a series of phone calls and emails to get the number removed. Interestingly they wouldn't allow me to change the business info to my own because I did not own that business but I could have the number removed because I verified that it rang at my address.

While this process was frustrating in itself the number of calls that the internet had generated exceeded the responses from any other source. It was then that I realized that this was a free market and it would behoove the office to take advantage of it and so my search began for free internet marketing sites.

Our most recent NHSSA meeting focused on marketing which made me remember the time I had spent

four years ago scouring the web for any respectable site that would let me put our name and number on it. To the best of my knowledge these web pages still offer the service for free:

1. MerchantCircle.com
2. PennySaverUSA.com
3. JudysBook.com
4. ShowMeLocal.com
5. Kijiji.com
6. InsiderPages.com
7. Yelp.com
8. Adpost.com classifieds
9. hotfrog.com
10. backpage.com
11. local.BOTW.org
12. mojopages.com
13. Topix.com
14. corkin.com
15. Yardit.com classifieds
16. oodle.com
17. EPage.com
18. Inetgiant.com
19. LinkedIn.com
20. Craigslist.com

The process of signing up for site after site may seem like a daunting task but you can easily save time and typing by making a text document ahead of time that contains the information you will be asked to provide IE: Email, address, phone etc. From there you can copy and paste the info as necessary. The keyboard shortcuts can speed this up even more if you desire. Simply highlight the text you need and hit Ctrl+C to copy and Ctrl+V to paste.

Continued....

Getting the most out of nothing

Continued.....

Links:

NHSSA Website:

www.nhssa.net

National Website:

www.selfstorage.org

New Hampshire lien
sale laws:

www.selfstorages.com/lien_law/nh.htm

NHSSA Legal Counsel

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comments, questions or
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MeredithSelfStorage@MyFairpoint.net

In addition to the copy and paste method there are a number of form-filling programs available online that allow you to store your information in them once and fill forms out as needed with the click of a button. Some of these programs are available for free or as a limited time demo which should last long enough for the purpose discussed here.

Another great free web option is to have your business on social networking sites such as Facebook, Twitter and MySpace then look for other local business that have done the same. Keep in mind that this page is only for professional purposes so it is wise to carefully consider the groups you join to network.

Neither religion nor politics tend to mix well with business so the safest road is usually to publicly appear neutral on any controversial topic. We wouldn't want to offend anyone before they get a chance to see what a wonderful place we have.

Next, check for an online version of your local paper and see if they allow public postings as many of them have free classified ad listings.

There are also some school websites that allow parents to post for services they offer or need. It is a good idea to read any rules regarding posting if there is any doubt whether a business ad may be accepted or not.

It is important to remember to only place your ad where it is welcomed

Abusing public message boards or spamming emails will only serve to promote you as pushy at best and unethical at worst. I know of a couple of businesses that I would never patronize even if I needed their services simply because I recall being telemarketed or spammed by them and this aggressiveness left a bad taste in my mouth.

Honesty needs to be the first policy in any marketing campaign. I once had a prospective tenant ask me if I could match the "Every 3rd month free" offer that another property was offering. I asked him for more details and he explained that every 3rd month is free if he rents at such and such place. I told him apologetically that I did not think that I could match that and he left saying he had to think about it because we are closer but will cost more.

I knew that he had to be misreading the promotion in some way as no property could stay in business by giving up a third of its annual rental income. I called the property myself and inquired about the promotion and after some evasive answers found out that "Every 3rd month free" means that every new tenant gets their third month's rent for free if they pay for the first two months the day they sign the lease. The gentleman ultimately came back to me and rented but I spent the entire lease signing hearing him complain about the lack of ethics at the other place. Their deceptive sign has probably helped my business more than theirs and the gentleman, he found us on MerchantCircle.com.

Written by Lisa Willis

Some pictures from the NHSSA LOBSTER BAKE





Some pictures from the 2009 Holiday Party



Sources:

More inexpensive marketing Ideas:

<http://www.resourcenation.com/article/22-different-free-or-nearly-free-marketing-ideas>

Vendor Spotlight:
On the Move, Inc

[Onthemovetrucks.com](http://onthemovetrucks.com)

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More Inexpensive Marketing Ideas

A list of cheap marketing ideas:

- Distribute a free report.
- Build relationships with media sources.
- Organize newsworthy events and invite the media.
- Get your products or events previewed and reviewed in as many places as possible.
- Get involved with community service activities.
- Donate premium prizes to media sources and charitable organizations.
- Appear as a guest--or host!--on radio and TV shows.
- Do as much public speaking as you can--to audiences that need what you offer.
- Cross-promote with others at every opportunity.
- Use clear, persuasive testimonials--and attribute them so your prospects know these are real people.
- Take advantage of radio call-ins.
- Actively encourage referrals.

Vendor Spotlight: On the Move, Inc.

Since 1991, On the Move, Inc. (OTM) has been providing guaranteed results with their complete truck rental and insurance program. OTM reinvented the billboard by offering custom graphics, thereby turning trucks into marketing vehicles providing miles of visual impressions each year.

OTM will even show you how to get a FREE TRUCK!

The benefits and services available for owners, their customers, and their communities are endless with On The Move mobile billboards. By providing customers with not only what they want, but more importantly, with what they need to succeed, OTM guarantees that their trucks will work in the ever competitive market

Email Address: Info@OntheMoveTrucks.com

Postal Address: 28825 IH 10 West • Boerne, Texas 78006

Telephone: 1.800.645.9949

Web: www.onthemovetrucks.com

Don't forget to support our other valuable vendor members:

The Norwood Group	(603) 673-1775	Beard & Boyd	(603) 673-7228
Northeast Record Retention	(877) 603-3100	Rabco Corp.	(508) 269-9866
US Door & Building Systems	(407) 859-6770	Construx Inc.	(603) 536-3533
Flexospan Steel Buildings, Inc.	(800) 245-0396	On the Move, Inc.	(800) 645-9949
Can-Am Building Systems Corp.	(508) 272-9724	Collin Box	(800) 962-2005
Storage Auction Solutions	(978) 777-5850	Syrasoft, LLC	(315) 708-0341

What can I help you store today?

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Customers rent storage units for a variety of common reasons like moving, marrying and opening a business. Occasionally a request comes along that is so uncommon that it begs to be shared around the world:

More than one person has tried to live in a self storage unit. There is even one news story of a mother being arrested for locking her children in one while she went to work.

A Dalek, the enemy of Dr Who resides in a London storage building where his human owner visits him and he patrols the halls keeping his fellow patrons safe.

A woman bought a yacht to live on so she is storing her furniture until she is certain that she likes living on a boat

One person stored dust from his ancestral home because the musty smell brought childhood memories back.

Santa has been known to rent storage for a few months each year to keep little hands and eyes out of surprises.

Parents rented climate controlled storage for their married daughter's dining room table while she is at law school – for three years.

One man has been storing his non-working, non-licensed 1960 Oldsmobile since 1991.

A young man rented a unit for \$159 a month to store his surfboard because his parents wanted it out of the garage.

A man once stored the BMW that he had bought his wife as a gift because it arrived at the dealership too early to give to her.

A woman rented an 11x35 unit for \$945.00 per month to store just a few pieces of furniture because her soon-to-be ex-husband was ordered to pay for it.

A man who claimed to work for a cemetery said they had to do some work to the property and wanted to store several coffins that would have to be dug up.

A woman called after her ex-husband was found dead because of the stench traced to his apartment. She wanted to know she could store items with a strong odor.

One caller inquired about ventilation and access hours. When asked what he was looking to store he openly admitted that he was looking to kennel and breed dogs in the unit.

Animal lovers often have a hard time saying goodbye to their beloved friends. So it is no surprise that a few storage units now house a preserved pet or two.

A confused caller interested in outside storage wanted to know how he gets his garden into a unit.

An equally confused RV tenant wanted to know which of those units I thought this camper would fit in.

My personal favorite phone call went just like this:

Caller: Do you pick up belongings?

Me: No, I'm sorry, we just rent space.

Caller: Do you hire out movers?

Me: No, I'm sorry, we just rent space

Caller: Do you deliver pods?

Me: No, I'm sorry, we just rent space

Caller: Well what DO you DO?

Me: Well, do you need to rent space?

Written by Lisa Willis