

# BUZZ BRIEF

June 19, 2023

ENTREPRENEURSHIP  
UNLIMITED

50+

BUSINESS OWNERS

*Unveil the hidden challenges of  
owning a business.*

## PAIN POINTS OF BUSINESS OWNERSHIP

ENTREPRENEURS OPEN UP: CANDID INSIGHTS INTO  
THE REALITIES OF BUSINESS OWNERSHIP



**PLUS**

5 tips for  
attracting  
customers.



# EDITOR'S NOTE

The path of entrepreneurship is often glorified, but behind the scenes lies a myriad of challenges that business owners face on a daily basis. In this issue, we delve deep into the pain points experienced by those who dare to chase their dreams and build their own ventures. From the relentless pressure of decision-making to the burdens of financial uncertainty, being a business owner demands resilience, perseverance, and a relentless drive to overcome obstacles.

Whether you're a seasoned business owner or contemplating embarking on your own entrepreneurial journey, this issue serves as a reminder that success comes with its fair share of challenges and that perseverance in the face of adversity can lead to remarkable accomplishments.

*Janine Hogan*  
MAGAZINE EDITOR



# THE 10 MOST COMMON PAIN POINTS BUSINESS OWNERS WILL FACE IN THE UPCOMING YEAR.

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Business owners encounter various pain points when it comes to entrepreneurship and building successful businesses. By shedding light on these pain points, we aim to provide a comprehensive understanding of the realities faced by entrepreneurs and offer valuable insights to navigate these challenges successfully.

**Financial Uncertainty:** Business owners often face the challenge of managing cash flow, securing funding, and dealing with economic fluctuations that can impact profitability and long-term sustainability.

**Time Management:** Balancing multiple responsibilities, wearing multiple hats, and working long hours can take a toll on business owners, often leading to burnout and a lack of work-life balance.

**Decision-Making Pressure:** The weight of making critical decisions that can impact the success or failure of the business can be overwhelming. Business owners must navigate complex choices while considering various factors, including risk, competition, and customer demands.

**Hiring and Retaining Talent:** Building a competent and dedicated team is crucial for business growth, but finding, hiring, and retaining the right employees can be a significant challenge, especially for small businesses with limited resources.

**Marketing and Sales:** Attracting and retaining customers in a highly competitive marketplace requires effective marketing and sales strategies. Business owners often face the challenge of developing compelling campaigns and staying ahead of evolving consumer trends.

**Regulatory Compliance:** Navigating complex regulations and legal requirements can be a daunting task for business owners, who must ensure their operations remain compliant with industry standards, tax laws, employment regulations, and more.

TO DO:

START A BUSINESS

CONT.

**Technology Integration:** Keeping up with rapidly advancing technology and integrating it into business processes can be overwhelming, especially for businesses that lack dedicated IT staff or face budget constraints.

**Scaling and Growth:** As businesses expand, new challenges emerge. Business owners must navigate the complexities of scaling operations, managing increased demand, and ensuring consistent quality while maintaining profitability.

**Customer Relationship Management:** Building and maintaining strong customer relationships is essential for long-term success, but it can be challenging to provide personalized experiences, address customer concerns, and manage feedback effectively.

**Workforce Productivity:** Maximizing employee productivity and motivation is a continual challenge for business owners. Managing workflows, setting clear expectations, and fostering a positive work environment are crucial to achieving optimal performance.

### Summary

While these pain points can be daunting, they also present opportunities for business owners to learn, adapt, and grow. By addressing these challenges head-on and seeking support from mentors, industry experts, and peers, business owners can overcome these obstacles and thrive in their entrepreneurial endeavors.



## ETHIC ADVERTISING AGENCY JEFF SWARTZ - CEO

Established in 2014, Ethic Advertising Agency began as a one person, full-service "advertising agency," trying to be all things to all people. Soon after, Ethic niched into a culture focused and team oriented, hyper-targeted digital advertising agency and creative shop. Ethic specializes in companies who have a niche target audience, and reaches that audience with highly targeted, in-house digital advertising solutions like OTT/CTV, video pre-roll, display, social, PPC, Google Grants, and native. Their targeted ads are accompanied by their award winning, effective creative, and they offer their services to both advertisers and ad agencies.



**What is the biggest change in marketing that you see coming in the next 2 years?:**  
It's not just one thing, but it's multiple changes that marketers and advertisers will have to face with things like privacy regulations, new mediums, shifting competitive landscape, inflation, and much more. Change will be constant and those who can roll with the punches and are comfortable in adapting to change will do well.

**Services provided:**

Branding/Naming/Product Development, Design, Digital, Digital Media Buying/Planning, Marketing Technologies/Analytics, Marketing/Creative Services, Mobile, Social Media, Strategy and Planning, Video Marketing, Web Design

# SPOTLIGHT INSIGHT

*with*

**Sahil Sachdeva**

**Level Up PR**

One of the most significant challenges I face as a business owner is the constant mental preoccupation with my business. It consumes my thoughts even during my personal time or while engaging in recreational activities like going to the gym. The lines between work and personal life become blurred, making it difficult to fully detach and relax. This constant mental engagement can be exhausting and overwhelming. It leaves little room for true relaxation or the ability to recharge. It's a perpetual cycle of thinking about strategies, problem-solving, and considering the next steps for my business. While it's important to be dedicated and passionate about one's business, finding a healthy balance between work and personal life is crucial for overall well-being. Creating boundaries and setting aside designated time for personal activities is essential to prevent burnout and maintain a sense of fulfillment outside of business matters. Overcoming this pain point requires discipline and the ability to disconnect from work-related thoughts. By consciously setting aside time for personal activities and practicing mindfulness techniques, it becomes possible to create a healthier and more sustainable lifestyle as a business owner.

# THE PAIN POINTS OF BUSINESS OWNERSHIP

Hear from industry leaders who are navigating the common hurdles and opportunities of owning a business.

## JOHN MOTT

### PPLSI

Profitability, visibility and credibility.

## MICHAEL HOTALING

### MOODY WILLIAMS APPRAISAL GROUP

Because we offer so many services, our biggest challenge is to educate the public about all of the ways that we as appraisers can assist in decision-making for real estate.

## DENNIS GUZIK

### DENNIS GUZIK LLC

Controlling overhead expenses.

## ANI MANJAVIDZE

### CROSSCREATORS

Hiring professionals.

## CANDY COHN

### OASIS SENIOR ADVISORS SOUTH FLORIDA

Juggling all the many aspects of owning a business, including business development, marketing, managing the finances, seeing clients, overseeing independent contractors. Every day I must focus and prioritize, while trying to maintain balance in my life as well.

## ALMAS SEHIC

### MISMO DYNAMICS CONSULTING LLC

In our industry the biggest pain point is competition. We are competing not only with world class consulting firms like Deloitte and Accenture, but also with off-shore companies that undercut most of our services.

## LONNIE MCROREY

### FRAMEWORK SCIENCE

Leveraging time and knowledge on a limited budget so knowinWhen bootstrapped, you will eat your EBITDA up when growing too fast, and cash flow for payroll becomes a challenge. g the next right thing to do.

## DAVID TRAYSER

### SOLUTION DYNAMICS

Covering all the departmental needs and functional/legal/marketing requirements as an owner without sufficient expertise in house to delegate.

## SCOTT PETERS

### KNIGHTS ENERGY LENDING

Funding.



## PAUL EIDE

### WANDERING EYE MARKETING

Taxes - paying them correctly and seeing how the government mismanages funds. But if YOU do, you go to jail! Nothing is "government funded"; everything is tax payer funded.



## DENISE LAWRENCE

### DENISE B. LAWRENCE & ASSOCIATES, LLC

For me, strategies to determine when to take capital risks through investment in tools and other resources to improve revenue continues to be a pressing need so that ultimately managing cash flow reaches operational flow.



## ERIC WHITMOYER

### MY BIZ COACHES

Finding the right balance between working in and working on the business while strategically developing a program to hire and develop the team to continue to grow the organization is a key focus.



## NINA VENTURELLA

### MAJESTIC WELLNESS ACADEMY

Hiring the right people to do the tasks needed. Finding competent employees or outsourcing has been our biggest challenge.

# THE PAIN POINTS OF BUSINESS OWNERSHIPS

## PHILIP AYLES

### AYLES SOLUTIONS LLC

Networking when you don't know anyone from the area.

## COREY GOTTLIEB

### REPLIKA SOFTWARE INC.

Prioritizing tasks when financial resources are strained. As a small business owner, this is one of the most critical and "painful" parts of the business. The company needs everything done today yet the resources call for constant re-prioritization.

## BABITA SPINELLI

### BABITA SPINELLI GROUP

My biggest pain point is being the expert in a very demanding business. I have a team to run my operations, but I am the subject matter expert in a service oriented business. I am looking to expand to continue to make a difference on a larger scale with less of me

## MEGAN KILLION

### MKC AGENCY

As a business owner, my biggest pain point is the constant juggling act required to keep all aspects of the business running smoothly. From managing finances and operations to marketing and customer relations, there never seems to be enough time in the day to tackle everything effectively. It can be overwhelming and exhausting, leaving me feeling stretched thin and unable to give each area the attention it deserves. I often find myself longing for more streamlined processes, better delegation, and effective strategies to handle the challenges that arise in business ownership.

## SHELLY O'NEILL

### KX FAMILY CARE

Keeping all the moving parts working like a well oiled machine and liquid capital.

## JEFF SAMPSON

### EVERSCORE, INC.

Building the team. Two things make this harder than usual - we are an early stage startup and operate in the cannabis industry. We are looking to fill roles with people who have expertise across multiple disciplines AND have the risk tolerance for building product and culture in an industry that doesn't behave like anything else they've ever done. Now do this in an economic environment measured by a 95% decrease in capital invested over the prior year. The stress and impact on mental health of the team member and their family is considerable.

## MARK MACDONALD

### BE KNOWN FOR SOMETHING BRANDING AGENCY

Managing workload and contract workers all while selling and servicing our clients.



**KAREN NARDOZZA**  
MOXXY MARKETING

Business ownership is a hard-won privilege that comes with pain as well as perks. As a well-established B2B marketing agency with a narrow niche in helping food, agriculture and AgriFoodTech brands, my biggest pain point is finding qualified employees.

**JEN DOYLE**  
MAIDPRO

I would say it's hiring and retaining quality employees who will keep a tenure with the business. We have too many employees who seem to come and go and the competition for employment at our salary range is vast. Our employees have a great deal of options so we find it difficult to recruit, train and retain.



# THE PAIN POINTS OF BUSINESS OWNERSHIP

## SCOTT TERRY

**SCOTT A TERRY, DDS**

Continuing inflation pressure.

## MONICA CALZOLARI

**MONICA CALZOLARI**

Building up my customer base of repeat business.

## ASHLEY VALENTINE

**APEX DENTAL SOLUTIONS**

Partnering and leaning on other business owners.

## MARKELL BLOUNT

**QUANT CAPITAL**

Work life balance.

## LADDIE DWYER

**A UNIQUE ENTERTAINMENT, INC**

Collecting all the past due \$\$\$.

## TIM KACHURIAK

**NEXTAFTER**

Shifting the focus of my key players from being star performers to become great coaches and managers. As the company continues to grow, we can no longer rely upon acts of heroicism from my key leaders, we need to be able to scale the magic to our broader staff. This means more delegating and elevating. More process development. More training and coaching. I think the hardest thing for any entrepreneurial leader is the act of letting go.

## GERON COLEMAN

**KD INTERACTIVE, INC. (KDI)**

Capital Raising for our corporate roll-up of other firms.

## COLLIN LAWRENCE

**OSHIN DIGITAL**

The biggest pain point for me is the immense time commitment required to build trust before sales. I've seen that in the web development space there are a lot of people that will take the money and run or deliver subpar work for exorbitant prices, so when we approach prospects they're immediately turned off, thinking we're like everyone else.

## JAMIE MARCHIO

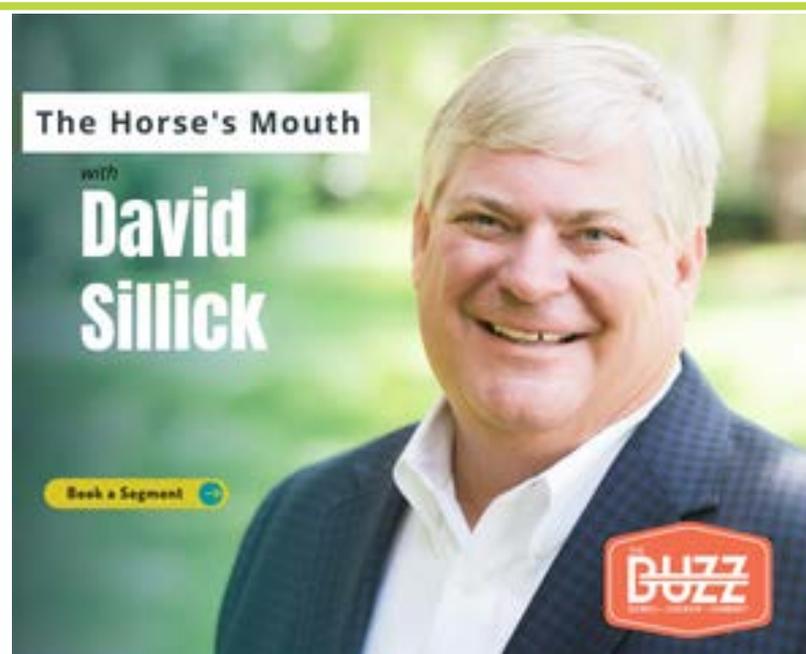
**WHITS FROZEN CUSTARD OF WORLD GOLF VILLAGE**

Understanding consumer buying trends and habits and how to adjust to accommodate them.

## PATRICK VAN METER

**MIDWEST NATURAL FIBER**

Expanding to a new facility.



## ONE PATH COACHING

What is your biggest pain point when it comes to business ownership?

Working "on" the business as well as working "in" the business. My passion is supporting people on their mental health journey. It is my calling and my purpose. I have to find ways to make sure my business model stays economically viable so I can continue on that path. Building a client base in order to continue to grow through recommendations.

What sets you apart from your competition?

I have lived the journey I am helping people with. My training allows for me to be able to help the clients get the results they need and I can also explain how they got those results if they need to know that. My combination of training and life experience allows me to be their tour guide on the journey to living their purpose.

# Carol Wentworth

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## WENTWORTH EXECUTIVE RECRUITING

What is your biggest pain point when it comes to business ownership?

Having enough time to do all that I would like to accomplish in a day.

We are a "Mindful Executive Search" firm in the SF Bay Area. Our work is very high touch. We are brought in on a search when a client has a "critical hire." My husband and I run the firm exclusively and there are many moving parts to make sure we hit everyday for our clients.

What sets you apart from your competition?

Our "Mindful" approach to connecting with our clients and candidates/talent.

## JUDAH PHILLIPS SQUARK

Continuing to raise capital to support organic growth.

## CHRISTOPHER COBB COBB & GONZALEZ, P.A.

Honestly, it is paying the annual tax bill. I get very frustrated when I am reviewing the hard work, sweat, tears and all the sleepless nights and hours it takes to start and keep the business running only to have a decent amount of that effort turned over to pay taxes. I somewhat understand why we need to pay those taxes but it does not make it any less frustrating.

## RYAN JOHNSTON INTERPHASE ENTERTAINMENT

Wearing so many hats to make sure everything in the business is optimized and budgets are monetized.

# THE PAIN POINTS OF BUSINESS OWNERSHIP

## KELLY GRAFFIUS OASIS SENIOR ADVISORS ROSWELL

For me, it's finding the work/life balance. Truly taking time to be present in events, vacations, moments outside of my business. My business is an extension of my self. So "turning it off" to recharge has been a challenge.

## TONY CAICO AFFINITY FIVE SEARCH GROUP

I would say the ebbs and flows of market conditions, which affect my business directly. I run an executive recruitment firm in the financial services space, and when market conditions are poor, the desire to utilize outside avenues diminishes greatly.

## JEFF MARTIN GREYSTONE KITCHENS

For the last few years managing dramatic growth has been the biggest pain point. Small businesses often have fewer areas of redundancy or backup to existing team members and enlarging a team during the previous era of nationwide demand for home improvement talent and materials was quite challenging. Training new team members remains one of the areas that we are working to invest and improve in order to continue our commitment to provide the most professional and pleasing home remodeling experiences available.

## KELLEY WALL TALENT LOGIC GROUP

Keeping ahead of the Artificial Intelligence curve.

## ROBYN PHILACTOS THE BALANCED BOHO

What is your biggest pain point when it comes to owning your business?

My biggest pain point when it comes to Business Ownership is growing my business. I own a blog and craft business. I've learned loads about marketing my blog, but I'm still figuring out the best ways to market my products. I attend craft shows and have success there. I'm working on finding ways to transfer that success to the online marketplace; turning lurkers into buyers.



# THE PAIN POINTS OF BUSINESS OWNERSHIP

## PHILLIP BOGOLUB

### BOGOLUB RECORDS

Nothing, it is actually a joy to be working for myself creating opportunities, since opportunities are everywhere!

## SARA BONDERUD

### NUEVA VIDA PELVIC FLOOR THERAPY AND WOMEN'S HEALTH COLLECTIVE

Knowing when to delegate tasks that are no longer essential to my leadership role as CEO while balancing that with the ROI as a newer small business.

## DONALD TIPPLE

### NAKOMA DENTAL

The hardest part in owning a business is delegation. It takes a certain amount of acceptance that every task can not be completed by yourself. To make the team successful I need to make the time and use resources to properly train and retain the right team members to carry out my vision and mission.

## KI PARK

### GEMINI ENGINEERING & SCIENCES

Employee retention.

## AMY STEWART

### HYDRATE NOW

Scaling your operations effectively to accommodate growth. As your business expands, you might encounter difficulties in managing increased workload, maintaining quality standards, and optimizing processes. It may also be challenging to hire and onboard new employees efficiently while preserving the company culture. Strategic planning, resource allocation, and clear communication will be key to overcoming this challenge successfully.



# LET US HELP!

## TO OPTIMIZE YOUR BOOK'S SUCCESS

Storehouse Media Group is an award-winning, full-service writing, publishing, and book-marketing company. We capture your voice and provide you with a page-turner book that connects you with your audience.

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Market Your Creation

[STOREHOUSEMEDIAGROUP.COM](http://STOREHOUSEMEDIAGROUP.COM)

## ANCIENT CITY PRESS

What is your biggest pain point when it comes to business ownership?

In my opinion, marketing is the most difficult part of owning a business. It is very time-consuming and requires you to really put yourself out there. Sometimes that can feel uncomfortable but it is a very necessary aspect of owning and growing a successful business.

What sets you apart from your competition?

Being a small independent publishing company that specializes in stories that pertain to law enforcement, military, and emergency services.

# Aryak (Eric) Goswami

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## GOSWAMI ENGINEERING LLC

What is your biggest pain point when it comes to business ownership?

Steady growth is hard to predict, and it's hard to hire and maintain employees without steady growth.

The main challenge is that competition can come from anywhere, and it's hard to differentiate your services when there are larger firms to compete with.

What sets you apart from your competition?

Experience and service of top level companies cost effective and faster responses which help the client produce revenue quicker.

# 5 TIPS TO ATTRACTING CUSTOMERS

Attracting customers is an ongoing process, so it's important to continuously evaluate and refine your strategies based on customer feedback and market trends.

- 1 Know your target audience inside out and tailor your marketing efforts to meet their specific needs and preferences.
- 2 Build a strong and memorable brand identity that stands out from the competition.
- 3 Utilize social media to engage with your audience through captivating content and targeted advertising.
- 4 Provide exceptional customer service to foster positive word-of-mouth recommendations.
- 5 Offer incentives and rewards to motivate customers to choose and stay loyal to your brand.



**HUNGER  
FIGHT**  
REACH OUT AND FEED SOMEONE!



**THE HORSE'S MOUTH**  
With Tom McManus

Watch weekly on **25**  
WJXX



# THE PAIN POINTS OF BUSINESS OWNERSHIP

## JIM GLOBER

**GLOBER + GLOBER,  
ATTORNEYS**

Sheila Cohen  
S.W.I.F.T. Unlimited, LLA  
A big pain point for us is the need to acquire and maintain expertise in many different areas, while at the same time providing an excellent product for our clients.

## MARK WEBB

**HIGH ENERGY LABS**

Funding and having enough time to grow the business.

## JOHN DAUGHERTY

**ALIAMBANNA, INC DBA  
VIRTUAL FISH CAMP AND  
VIRTUAL MIND CAMP**

Staying focus on end results and the main things that I need to accomplish at the level I am at is most important.

## TSAO LIN MOY

**INTEGRATIVE HEALING ARTS  
ACUPUNCTURE, P.C.**

Attracting qualified customers and scaling without sacrificing quality.

## ANITRA HARRIS

**RUN WITH WINE**

With numerous wellness coaches and educators offering similar services, it can be difficult to differentiate oneself and gain the trust of potential clients. Additionally, maintaining a steady client base can be a struggle, as people's commitment to their wellness goals can waver over time. This creates a constant need for marketing and client acquisition efforts. Moreover, the field of wellness is ever-evolving, requiring business owners to stay updated with the latest research and trends, which can be time-consuming and overwhelming. Finally, balancing the responsibilities of running a business, such as managing finances, marketing, and administrative tasks, with the actual coaching and education can be demanding and challenging to juggle effectively.



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



as seen on



Legacy of Leaders



# The Guest List

Tony Boselli  
Mark Brunell  
Dave Caldwell  
Tom Coughlin  
Kevin Hardy  
Sam Kouvaris  
Jeff Lageman  
Mark Lamping  
Todd Roobin of Film & TV  
Melissa Ross  
Current & Former Jaguars  
NFL & College Stars  
Jacksonville Political Figures  
Business Owners  
Members of the News Media  
Musicians & Actors  
Bodyguards  
Nonprofit Leaders  
Commission Members of the  
Jumbo Shrimp Baseball Team  
The ABA Jacksonville Giants  
Jacksonville Icemen Members  
Boxers  
Fighters from MMA  
Many More

## Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)  
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

# THE HORSE'S MOUTH

With Tom McManus

SERIES ON 



## OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





## BUZZ BRIEF

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