

BUZZ BRIEF

October 2023

ENTREPRENEURSHIP
UNLIMITED

50+

BUSINESS LEADERS

ON THE

PAIN POINTS OF BUSINESS OWNERSHIP

THE BIGGEST CHALLENGES LEADERS WILL FACE IN THE
UPCOMING YEAR.



PLUS

Securing your
future with
strategic retirement
planning.



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



MEET OUR CO-AUTHORS



NELSON BRADSHAW FARTHER

Nelson brings over 35 years of financial experience to Farther – with most of that time spent managing wealth, private banking, and commercial groups for BBVA. Nelson leverages this experience to help Farther build a network of bank-related products commonly used by its clients. With his own client base, Nelson focuses on helping owners of privately held businesses with all things financial – focusing first on the elements of planning, whether it's related to corporate, personal, and/or employees.



BILL NICHOLSON HERITAGE CAPITAL GROUP

Bill Nicholson brings over 40 years of diverse experience in commercial and investment banking to his role at Heritage. Specializing in M&A advisory and litigation support, he previously served as managing director at Bank of America Securities, overseeing the Real Estate Advisory Group. During his tenure at Barnett Banks, he held key positions including director of commercial real estate and chairman of the bank's Community Development Corporation. His extensive background includes managing PNC Bank's national construction lending group and supporting international real estate transactions.



MAC HOLLEY HERITAGE CAPITAL GROUP

Mac Holley, with a 40-year career in commercial and investment banking, specializes in working with mid-sized company owners. His expertise lies in strategic planning, mergers and acquisitions, and comprehensive exit strategy design and implementation. Before joining Heritage Capital in 2011, he served as President and CEO for the North Florida Region of Florida Capital Bank, N.A. He also held key roles at Bank of America, managing operations for Northeast Florida and South Georgia, and at Barnett Banks, Inc., where he was Executive Vice President overseeing corporate banking and U.S. Banking division responsibilities.



BILL SORENSON HERITAGE CAPITAL GROUP

Bill Sorenson, a principal at Heritage Capital Group, specializes in mergers and acquisitions as well as strategic consulting. He guides clients through sell-side and buy-side transactions, ensuring their business goals are met. Additionally, he leads the company's strategic consulting practice, offering expert exit planning services to align personal and business objectives through long-term strategic planning. Bill also possesses extensive valuation experience, having conducted numerous valuations across various industries for transactions, agreements, financial reporting, tax filing, and estate planning purposes.



BILL PRESCOTT HERITAGE CAPITAL GROUP

Bill Prescott, a principal at Heritage Capital Group, brings extensive experience as the former CFO and Senior VP of Stadium Operations for the Jacksonville Jaguars NFL franchise. With a track record of successful financial management, he played a pivotal role in securing major financing deals, overseeing the team's rebranding, and driving strategic initiatives. Prescott's expertise spans both corporate finance and community service, making him a valuable asset in his current role.



DANIEL EDELMAN HERITAGE CAPITAL GROUP

Dan Edelman, a principal at Heritage Capital Group, brings 40+ years of experience in public accounting to his role. Specializing in mergers, acquisitions, and strategic planning, he co-founded a major local accounting firm and served as managing partner at Dixon Hughes Goodman, LLP. Edelman holds certifications in business valuations and financial forensics and has extensive expertise in resolving complex business problems and overseeing over 100 M&A transactions.



JACK SEARS CLIENT FOCUSED MEDIA

A dedicated leader with an illustrious 37-year career at the Boy Scouts of America. During his tenure, he achieved remarkable growth in program delivery and youth membership. Recently retired, Jack founded JLS Advisors, LLC, to extend his expertise in leadership and fundraising to help organizations reach their philanthropic goals.



DANIEL GILHAM FARTHER

Daniel Gilham, with over 15 years of experience, specializes in goals-based financial planning, helping business owners and families achieve their financial objectives. Drawing from his background as a Systems Engineer and Product Manager at AOL, he offers a unique and tailored approach to each client's situation, providing clarity and confidence in financial decisions. Currently a doctoral candidate at the University of South Florida, his research focuses on understanding the inhibitors and motivations for financial planning.



DAN BEAN ABL LAW P.A.

Dan Bean, a Navy veteran and former federal law clerk, is a seasoned trial lawyer with diverse experience in federal and state courts. His expertise includes trust and probate matters, complex commercial litigation, insurance coverage disputes, financial lending issues, and class actions. He has also assisted foreign litigants under Title 28 United States Code Section 1782. With a background in preventive legal counsel, Dan minimizes clients' future litigation costs. He served as a judge advocate and retired as a Navy Captain with a Legion of Merit, showcasing his extensive legal and military accomplishments.



WALLY CONWAY HOMEPRO INSPECTIONS

Wally, a former Naval pilot and business owner, leads one of North America's largest home inspection companies. With diverse expertise as a marketer, contractor, renovator, investor, TV, and radio host, he emphasizes the importance of enjoying one's work. Wally is a recognized expert in building concerns, offering courses approved by the Florida Real Estate Commission. He serves as a consultant to businesses, focusing on transforming expenses into profit centers. Known for his engaging style, Wally has appeared on HGTV's "House Detective," co-hosted DIY's "Finders Fixers," and hosts a radio show. He has delivered over 627 presentations and contributes to various media and corporate training programs.



DAVID SILLICK SILLICK, INC.

Sillick, Inc., is a consulting practice specializing in helping businesses "connect the dots". As a certified facilitator and business coach, David Sillick offers guidance on a selective, industry-exclusive basis in strategic planning, talent assessments, business development, vendor evaluations, and capital acquisition.



JERRY MALLOT HERITAGE CAPITAL GROUP

Jerry Mallot, the Director of Corporate Development at Heritage, focuses on acquiring new clients for the company's value-driven services including consulting, capital raises, acquisitions, and exit planning. He recently retired as the president of JAXUSA Partnership and executive vice president of the JAX Chamber, where he played a key role in economic development in northeast Florida. With a wealth of experience, he continues to contribute to various boards and leadership initiatives in the community.



PATRICK EMMET HERITAGE CAPITAL GROUP

Patrick Emmet, a principal at Heritage Capital Group, specializes in financial and strategic advisory services with over 30 years of experience in finance, sales, operations, and leadership. His background includes leadership roles at technology companies and executive staffing firms, where he played a key role in capital raises, administration, and financial management. Patrick's expertise lies in orchestrating turnarounds and strategic financial management, earning him recognition as a finalist for CFO of the Year by the Atlanta Business Chronicle.

THE 10 MOST COMMON PAIN POINTS BUSINESS OWNERS

WILL FACE IN THE UPCOMING YEAR.

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.

-JRH



MATT DALY

DOLPHIN HOME MORTGAGE, INC.

What is your biggest pain point when it comes to Business Ownership?

Keeping up with technology.

What is the biggest organizational challenge that you will face in the upcoming year?

Adjusting to a much higher interest rate cycle.

What differentiates you from the competition?

We are able to offer some of the lowest rates and fees in the marketplace while still giving personal service and direct communication through the process. We have always looked for our client's best interest.

THE PAIN POINTS OF BUSINESS OWNERSHIP

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

BELEN BLANTON FUNDACION ESTRELLITA DE BELÉN CORP

Try to organize fundraising and get sponsors to be able to help you. Our organization is about underprivileged children outside USA and it could be very challenging.

AMBER CARLSON-HAYS ARCHWAY LEARNING SOLUTIONS, LLC

The biggest challenge I will face in the coming year is navigating carefully crafted simultaneous growth across all aspects of my business.

BOBBY BOWERS PARTY SHACK

Reliability for outside resources to support your vision.

JESSICA FRANZINI JESSICA FRANZINI- FREELANCE WRITER

It all falls on me. I work really hard to keep the hustle up so that my project calendar is always full. But if I stop, there is nobody to fill my shoes. If I don't hustle, I don't work.

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.

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.

MARK MCCRARY TITANUP FITNESS

The logistics of "everything". If you don't have a great team, and if you don't do what needs to get done, then it falls apart. You're spinning all of the plates and if you neglect a plate, it crashes.

STEPHANIE COLCA CO3 MARKETING

Balancing the administrative work of owning a business with the client side.

JOHN DAUGHERTY ALIAMBANNA, INC. DBA VIRTUAL MIND CAMP AND VIRTUAL FISH CAMP

Leveraging time and knowledge on a limited budget so knowing the next right thing to do.

TIMOTHY DAVID MANIC GLOBAL RESOURCES GROUP

Lack of funds: The access to funding is like a heartbeat of any business. But unfortunately the government makes it like passing through a fire before getting one.

JEFF ROUNTREE THE ROUNTREE AGENCY

Time Management.

LASHAWNDA WRIGHT THE WRIGHT ADMINISTRATIVE FIRM LLC

The biggest pain point in owning a business is encountering customers who lack integrity.

LYNN BRIER-DE LA CRUZ LYNN BRIER-DE LA CRUZ, P.A.

One challenge that never seems to go away is remembering to always treat my business as a business. I work with people who become repeat clients and friends, and it's easy to get swept up in the relaxed nature of friendship.



ITHIELL YISRAEL IRON ROCK FILMS

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

CAPITAL: Unfortunately, when not in a tier 1 market for film production, financing a feature film or documentary is extremely difficult. Investment infrastructure is non-existent and creating original projects takes a back seat to other forms of production.

What sets you apart from your competition?

1) My background in film and video production includes experience in every department. That knowledge gives me a unique advantage when approaching any new project. 2) No client is too small. 3) I am genuinely invested in our service improving your business or desired outcomes.

Luis Rivera FIRST STAR SOLUTIONS

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

The biggest hurdle we encounter is our tenure as a company; we have been in business since late 2018, had a good year in 2019, and then the pandemic hit us all. However, my competitors have been in business for 20+ years. Sporting teams and venues have been familiar with our competitors' names for some time but are still using the same antiquated ideas and processes in the sports hospitality industry whereas our team is trying to introduce a fresh, new outlook that includes updated systems and processes that not only drive more revenue growth but that also elevate the entire fan experience by appealing to today's fan.



EXPLORE THE BENEFITS OF FINANCIAL SERVICES

In this series, we are exploring the benefits of financial services. This time, we spoke with the team from Farther, a wealth management firm that combines modern technology with expert advice to provide business owners and families a comprehensive plan to achieve their financial goals.

Interviewer: How many people have taken advantage of a comprehensive financial plan?

Farther: Our research shows that only 19% of people have engaged in a comprehensive, coordinated plan. A recent study from last year shows that percentage is declining, not increasing. This may seem counterintuitive. The United States is experiencing its largest transition of wealth as 9 million baby boomers are selling their businesses in the next decade. These families need a comprehensive, coordinated plan to ensure their financial objectives are met in the most tax-efficient, risk-managed way.

Interviewer: What are the most common challenges people face when handling their assets?

Farther: Time, cognition, and risk. Our typical client is a business owner. Business owners are extremely busy and may find it difficult to set aside to engage in a comprehensive planning relationship. When you think about these business owners, it's a very complex situation. Many business owner's largest asset is their business. The business is a concentrated, illiquid asset that bears significant challenges for owners and financial advisors. Business owners may not be aware of the multitude of tax and risk management strategies available to help them achieve their financial goals. Owners may find it challenging to find an advisor who can help tie the business assets with their personal assets. A successful, comprehensive financial plan should include both.

Interviewer: What are trends you're seeing in the financial planning industry?

Farther: \$68 trillion is being passed from one generation to the next, 9 million baby boomers are selling their business, AND 38% of financial advisors are retiring in the next 10 years. This is a supply-demand problem. More families need advice while access to advice diminishes. At Farther we have built the firm and technology to allow advisors to be more effective and efficient with their time. Leaning into technology allows advisors to serve a broader clientele while providing a customized solution to meet the specific needs of clients.

Interviewer: How does technology help with financial planning?

Farther: Everyone is talking about Artificial Intelligence (AI) these days. We don't believe that AI will replace advisors. Instead, AI and other technology enhancements will enable advisors to provide a better client experience. Technology enables Farther to automatically execute financial plans. Rather than a binder sitting on a bookshelf, we are constantly monitoring and updating client's financial plans. Access to, and interpretation of, large amounts of data assist advisors in providing real-time advice for investments, tax strategies, and risk management.

Interviewer: How can people learn more about Farther's financial services?

Farther: Founders and families can reach us at Nelson@farther.com or Daniel@farther.com. You can find more information about us at www.farther.com.

JOSH AMBROSE

MOSQUITO HUNTERS OF JACKSONVILLE SOUTH ST AUGUSTINE

Growing fast enough to mitigate and marginalize fixed expenses without running out of operating cash flow.

PAUL THREATT

LAW OFFICES OF PAUL H. THREATT, PLLC

Scaling up operations by adding staff. In addition to the frequently lamented poor quality of the labor pool, inflation has an exponential negative impact because not only is the labor more expensive but so are the work spaces, supplies, and tools.

BIRGIT WAITES

PAULI BROCCOLI & FRIENDS

It was hiring trustworthy and competent companies that met my quality standards.

BILL GARRISON

HIGGINBOTHAM CUSTOM HOMES, LLC

Building a team of employees and subcontractors that "get" us, our mission, our commitment to our clients, our commitment to over-the-top customer service and construction quality.

JOHN WARE

ANTIFRAGILE BUSINESS RESOLUTIONS LLC

In my case, it was biting off more than I could chew. We grew very rapidly from year two of the business, and we had an abundance of riches: great employees and contractors, plenty of operational cash flow, no debt, and so on. I had to learn to say "No" or learn how to prioritize by staging future jobs better. I had already run a multi-million dollar business previously, so I knew this to be the case, but it's hard to see the forest for the trees sometimes.

TILLERY DURBIN

121 FINANCIAL CREDIT UNION

Lending to businesses. I talk to a lot of business owners. I hear a lot of times business owners didn't know there were lenders out there to help them start up their company. They end up taking on personal debt or high rate lenders not knowing places like our credit union are out there as a possibility. My goal is to continue to educate business owners about different types of loans and lender/resources that are out there to help them start or grow their businesses.

THE PAIN POINTS OF BUSINESS OWNERSHIP

STEVE IBEAWUCHI

SILVEROAK CONSULTING

Building clientele and a steady cashflow.

DEMICA DAVIS

PASSION IN THE WORK LLC

Learning that all businesses are not operating from the root of integrity. My business is just a little over 10 months. I had to revamp all of my contracts and hired a lawyer to help with the copyright. While I was shocked that I needed to do this in the first five months of starting a new business.

WISE SKILLMAN

C B H & ASSOCIATES

Being available to those that truly need our assistance.

LINDA FORDE

THE FORDE FIRM LLC

Currently, the biggest pain point related to business ownership is staffing. It's very difficult to find quality employees as small business owners. We want to pay them well and take excellent care of them, but I can't compete with the pay at regional or national corporations. Unemployment in my industry is 0% and in our region it is only 2.6%!

THE PAIN POINTS OF BUSINESS OWNERSHIP

EDWARD JACKSON

JEA EDWARD P. JACKSON P.A.

Doing the administrative work.

WILLIAM PETERSON

BLLT TECHNOLOGY, LLC

Balancing the need to properly build and fortify foundational principles and practices before getting to far ahead in the vision. Most business builds on small successes that ultimately add up to create a sum.

JESSICA DANIELSON

COURT PROGRAMS OF NORTH FLORIDA

Having to manage clients, staff, the every changing dynamics of city government and the impact it has on my business.

JASON PARRY

WAYBRIGHT LLC

Being patient and not trying to mess with things once they are in motion.

DANIEL GREGORIO

CAMERA CENTER OF RIDGEWOOD

Lack of time off. Hoping customers walk in the door.

NATASHA LAMB

PERSPECTIVES COUNSELING OF NE FLORIDA, LLC

The biggest pain point is identifying your niche to set yourself apart from similar businesses which provide the same service.

NICOLE CARROLL

CARROLL PROPERTIES, LLC

I own a real estate investment company and we have a Airbnb. I would say my biggest challenge is sometimes dealing with over demanding guests.

LES DAVIS

BRICKSTONE PIZZA

My biggest pain points were people, process, and pricing.

MELODY ECKERT

MELSONG DESIGNS

The buck stops here. The idea that owning one's business gives one freedom is sometimes misleading. Small business owners work just as hard if not harder because the success or failure of our business rests squarely on our shoulders. There is no room for error and no time off.

JOSHUA MOORE

MASTERPIECE SOLAR

Relying on other people. You can have all the best ideas, intentions and systems in the world. But ultimately, pieces and steps will always rely on other people. Other people often find ways to let you down, whether it be not replying, dropping the ball, changing their behavior... it can be very frustrating.

JACQYUES GEORGES

NO ORDINARY CONSULTANTS LLC

Being in business for myself is extremely rewarding but it also comes with many challenges. For starters, marketing, buying equipment, hiring personnel, working capital, and legalities are all items that must be cared for prior to moving forward as a legitimate business.

BRYAN BOYD

WISDOM IN CHRIST

The biggest pain point I've experienced with ownership is removing myself from daily operations to focus on scaling our efforts.

TRISHA STALNAKER

BRAD THE BUILDER LLC

Establishing processes that fit the masses but still create a personalized experience.

DAWN RONAN

KEY DEER CONSULTING

Deciding when is the right time to expand the business.

SECURING YOUR FUTURE WITH STRATEGIC RETIREMENT PLANNING

Nelson Bradshaw, Managing Director of Banking Strategies with Farther, dives into the world of retirement planning, where your future is crafted with precision and purpose.

Retirement – it's the chapter of life we all look forward to, the time when dreams take center stage, and work takes a back seat. However, achieving your ideal retirement lifestyle requires more than wishful thinking. It demands a well-thought-out retirement plan, a roadmap to financial security, and the freedom to live life on your terms.

The Need for Retirement Planning

Retirement isn't just a milestone; it's a significant financial transition. As your regular income stream dwindles, you need a well-structured plan that ensures you don't just survive but thrive during your retirement years. Retirement planning is about safeguarding your financial independence, ensuring that you have the means to maintain your desired standard of living and achieve your post-retirement goals.

Key Components of Retirement Planning:

- **Setting Clear Goals:** What does your dream retirement look like? Whether it's traveling the world, pursuing hobbies, or simply enjoying more time with loved ones, your retirement plan should be tailored to your unique aspirations.
- **Budgeting and Saving:** Retirement planning begins with a clear understanding of your current financial situation. Creating a budget and adhering to a savings plan are crucial steps in building the nest egg you'll rely on during retirement.
- **Investment Strategies:** Effective investment strategies are the backbone of a successful retirement plan. Diversifying your investments and considering factors like risk tolerance, time horizon, and expected returns are essential for building and preserving your wealth.
- **Social Security and Pensions:** Maximizing benefits from government programs like Social Security and any company pensions you may have is a key part of retirement planning. Understanding when to claim these benefits can significantly impact your income in retirement.

SECURING YOUR FUTURE WITH STRATEGIC RETIREMENT PLANNING

With Nelson Bradshaw, Managing Director of Banking Strategies with Farther

- **Healthcare and Insurance:** Rising healthcare costs can be a significant expense during retirement. Including provisions for medical insurance and long-term care in your plan is essential for safeguarding your financial well-being.
- **Estate Planning:** Preparing your estate for the next generation is an integral part of retirement planning. This includes drafting a will, designating beneficiaries, and considering the tax implications of your estate.

The Role of Professional Guidance

While retirement planning is a deeply personal endeavor, seeking professional guidance can make all the difference. Financial advisors with expertise in retirement planning can help you navigate complex financial decisions, optimize your investments, and ensure that your plan aligns with your long-term goals.

Start Planning Today

Your retirement is your reward for a lifetime of hard work and dedication. It's a time to savor life's pleasures without financial worries. With a well-crafted retirement plan, you can make this dream a reality. Don't wait – start planning for your retirement today. Your future self will thank you.

At Farther, we specialize in helping individuals like you build a secure retirement plan tailored to your unique goals and circumstances. Contact us today to take the first step toward securing your future and enjoying the retirement you've always dreamed of.



FARTHER HIGH TOUCH WEALTH MEETS MODERN TECHNOLOGY

Farther represents a pioneering approach to managing substantial wealth by seamlessly blending the expertise of experienced advisors with a sophisticated and user-friendly digital platform. Our unique combination provides clients with a holistic and comprehensive solution for wealth management, setting a new standard in the industry.

Experience wealth management redefined with Farther. Contact us at www.farther.com for more information.

THE PAIN POINTS OF BUSINESS OWNERSHIP

NORMAN BLUM

FIRST COAST PROMOTIONS

First off, we always meet our deadlines and provide a great product. But if customers knew about all the behind-the-scenes problems they would stress out. We constantly have to pivot. Supply chain problems, UPS and Fed Ex problems, machine breakdowns, etc. Was talking to a colleague and asked him if ever had a day when things went 100% smoothly without any hitches. "Never" was the response.

BRANT TURNER

AMERICAN DATABASE MARKETING

Dealing with government regulations, fees, assessments and taxes.

MONET WHEATLEY PHILLIP

CCCM MEDIA CORP.

Our business, CCCM Media Corp., is a charity that provides inspirational and Caribbean programs and events for families and communities. We need financial help. We plan to build a studio in Jacksonville on the northside and design an App. To do this we are asking for donations and/or seeking sponsors.

RUSSELL SLAPPEY

NPERSPECTIVE CFO & STRATEGIC SERVICES

Managing employees to drive results to grow the business.

Dealing with business partners and staying aligned for growth.

SHEILA COHEN

S.W.I.F.T. UNLIMITED, LLA

Sheila Cohen

S.W.I.F.T. Unlimited, LLA Business Ownership requires consistency in the time needed to build, assess and respond when starting your business if you want to be successful. There will be times of trial and error, but these are the moments of opportunity to learn from mistakes early in the infant stage of growth as an entrepreneur.

ELYSE CARD HEGIRRY

CARD HEGI COACHING

As a relatively new business owner, perhaps my biggest struggle is getting the word out, followed by a pretty steady to-do list. As a solopreneur, it's on me to manage providing services, marketing, finance, operations, and so on. While it's definitely a challenge, it's one I've welcomed with open arms. The work isn't always easy, but it is always fulfilling.

ROB LEE

LEE AGENCY

My biggest pain point when it comes to business is the paperwork of running a business. Still small, so I am the owner, secretary, accounting, HR, and Employee, all wrapped into one person. The work is easy and I do not regret working for myself or delegating to the few I have on my team, it is just truly difficult to completely let go and trust all will be done without having to put eyes on the completed tasks before they go out.

THOM STIMPEL

PROACTIVE BUSINESS IMPROVEMENTS, LLC

My pain point is reaching aspiring entrepreneurs in time. Historically, 97% of them will fail, and most don't realize what they lack to succeed. They don't want outside input, and don't want to spend money on needed assistance. To them HELP is a four-letter word. They're in hiding, and that is a painful reality for my business.

LISA HAMMOND

SHYFT PARTNERS LLC

The feast or famine cycle. When engaged in work we cannot market and when marketing we are not working. Makes cash flow extremely challenging.



Melissa LaManna

LAMANNA COUNSELING SERVICES

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

Finding ways to grow my private practice at a healthy, yet sustainable rate.

What sets you apart from your competition?

How my personal and professional experiences (i.e., former elementary school teacher, motherhood, children's author) have shaped and informed my work with clients.

Shana Ryan

CONCEPTUAL HR SOLUTIONS

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

Learning to delegate and trust. When you're building a company, you are in control of all operations, finances, marketing, growth, talent management, and more. Before you know it, your business turns into something other people on your team control (or should anyway). Put the right people in the right positions and give direction while empowering them to lead the charge. As a tenacious business owner, this is complicated and a new skill you must work at. After all, you didn't end up with a successful company because you sat on the sidelines. You take charge and get things done! It is time to provide your team training and be there for support, without creating a bottleneck in the company.



5 KEYS TO REDUCING STRESS FOR ENTREPRENEURS

Implementing these strategies can help entrepreneurs effectively manage stress and enhance their overall well-being on their entrepreneurial journey.

- 1 Time Management:** Prioritize tasks, set realistic goals, and delegate responsibilities to optimize your schedule and reduce stress.
- 2 Self-Care and Well-being:** Prioritize exercise, sleep, and quality time with loved ones to maintain a healthy work-life balance and reduce stress.
- 3 Support Network:** Cultivate a strong support network of mentors and peers to seek advice, share experiences, and gain support during challenging times.
- 4 Delegation and Outsourcing:** Delegate non-core tasks and consider outsourcing to alleviate workloads and focus on strategic priorities.
- 5 Mindset and Resilience:** Foster a positive mindset, embrace challenges as learning opportunities, and practice gratitude to build resilience and reduce stress levels.

ADVICE TO CLIENTS OF SUCCESSFUL BUSINESS OWNERS

JOSEPH GEORGE

GEORGE & GEORGE ADR GROUP

Approach mediation with good faith, be willing to make concessions, maintain an open mind, and strive to see the issue from the other person's perspective.

JEN LEARY

DARE TO BE BOLD

Dare to be bold.

DEAN PHILLIPPI

DEAN PHILLIPPI - ACTOR

Attend acting classes, and believe in yourself. Always network with those in the same industry as your interest!

KEVIN KEEGAN

ALL CLEAN FACILITIES SERVICES LLC

Focus on appropriate staffing and budgets that solve the problem rather than just trying to get the lowest price possible. Cost and value are two very different things.

BEN HIPPELI

BENCHMARK TRAINING

1st- Go to our YouTube page and take notes on all the videos posted there- then keep learning from leadership experts, never stop learning.
2nd- Intentionally build a culture that embraces connectivity, communication, and peer-to-peer accountability.



BUZZ BRIEF

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