

Empowered

A monthly online publication published by Thompson Management Consulting, LLC for small business change makers – January 2015



Thompson Management Consulting, LLC

Austin E. Thompson, Jr.

Thompson Management Consulting, LLC would like to extend a warm greeting to all of you for a very Happy New Year, wishing all of our readers, clients, supporters, and fellow entrepreneurs all the best for a prosperous 2015. We, at Thompson Management Consulting, LLC, are truly grateful for the abundance of success we experienced in 2014. To express thanks and show appreciation to our clients and supporters, Thompson Management Consulting, LLC hosted a Private Cocktail and Holiday Reception on December 11, 2014 for those with whom we worked closely during the entire year. We are grateful for those who attended and enjoyed an evening of jazz, great wine, and delicious hors d'oeuvres prepared by Lisa Barton Catering and Rapid Gourmet. The event was held at the illustrious LONA Art Gallery in downtown Lawrenceville, GA. The Gallery was very accommodating in helping to plan the event, and we are grateful for their immense assistance. Also, Thompson Management Consulting, LLC would like to thank Captured in Time Productions and Halthea Hill-Latty for providing photography services and La Cozuela for their wonderful bartending services.



Joe Fernandez (L), Board of Directors, Georgia Hispanic Chamber of Commerce discussing business opportunities with Austin Thompson of Thompson Management Consulting, LLC

In 2015, Thompson Management Consulting, LLC plan to capitalize on success achieved in 2014, and to embark on greater risk taking in the New Year to grow, develop, and to continue providing key business consulting services to small business owners, organizations, and entrepreneurs in the Metro Atlanta area. Please continue to visit our website at www.tmconsultingllc.com for all information on our consulting services, upcoming events, download information, or to send us a message.

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With

Austin E. Thompson, Jr.
CEO - Thompson Management Consulting, LLC

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**Saturday, January 17, 2015
4:00pm - 5:00pm**

**"Greer Business Solutions, LLC"
Power of Network Marketing**

New Year, New Beginning

Austin E. Thompson, Jr.

With the ushering in of a new year, brings a sense that all things begin anew. The resolution which accompanies each New Year comprises plans for changes in eating habits, work habits, starting a new business, finding new love, and many other things. For entrepreneurs, nothing can be more exciting than starting a new year embarking on new experiences. With ambitions running high from expectations, entrepreneurs can overlook minor details in the plan for a successful year.

Set Goals

Goals should be achievable, measurable, and realistic. Understand where you wish to be by the end of 2015, and set your goals to achieve significant milestones for the year. These goals should result in more customers, increased sales, improved operations, more effective marketing, and improved customer services, just to name a few. Achievable goals are those which are set to be achieved without significant challenges. Yes, you will experience hiccups on the way to achieving your goals, but those which are achievable are those which you have the capacity to achieve. Capacity is the bandwidth required to allow for success in achieving your goals. Goals are measurable when you can quantify growth from set goals. Understand how to track and determine if you are growing or if your business requires a change in direction. Goals should be measured from the time they are set and along the way while implementing action to achieve them. Finally, realistic goals are those which you know can be achieved. They are sensible and practical, and the work required to achieve them are easy to implement. Know where you are going in 2015 and set your goals for a prosperous New Year.

Manage Your Health

With all the work that we do as entrepreneurs, and with all the time we invest in growing a business, the worse thing we can do is neglect our personal health. You can't run a business if you are not in great health. I am guilty of it myself, but I have incorporated several routines in the morning and/or evenings, for which I am trying to remain consistent. Solo entrepreneurs, micro entrepreneurs, and those business owners who don't have someone they can leave in charge of running the business while stepping out momentarily to take care of business, experience the challenges of securing time to work out. Take about a half hour in the morning to do some cardio exercise before leaving for the day, or in the evening when you arrive home.

Incorporating this time into your busy schedule will have significant results, especially for those who are on the go from sun up to sun down. Also, be more conscious about eating habits in 2015. Again, the results from exercising and eating a healthy diet will go a long way in maintaining a healthy lifestyle, and having increased energy to endure long days of hard work. Use discretion, rather than making an abrupt change in your habits. With discretion, the positive adjustments you make will be less burdensome and not make you feel overwhelmed.

The Business Plan

In what condition is your business plan? When was the last time you reviewed your plan to see if your business objectives are being met? This will be a great time to retrieve your business plan to examine how well you are doing, compared to when you originally wrote the plan. Operational needs may have changed, new marketing channels may require your immediate attention, financial projections may require upgrading, and your overall core business goals may need reviewing to determine if you are on track to achieving them. These are a few actions which may require your attention, if you have not reviewed your plan in a while. As the business climate changes, and there is a paradigm shift in your market demand, you will need to understand how to serve your market's changing needs. Planning is not a one-time thing, but an ongoing action which assists in capturing the things you should be doing to maintain a successful business.

If you do not have a business plan, and you are already in business, I can't say enough how imperative it is to have a business plan to guide you along your entrepreneurial path. Failing to plan is planning to fail, so seek assistance in getting your business plan written before you go further along in your business. We, at Thompson Management Consulting, LLC, can sit down with you and help you write your plan with all of the key necessary components.

Have Fun

Let your hair down, be jovial, and enjoy a good joke now and then. With all of the hard work and serious attention to detail, we sometimes forget to have fun. We are so focused on being successful and avoiding disappointment, that we grow stressful and ignore incorporating fun things in our lives. Make time for friends, bowling, family nights at the movies, short weekend getaways, or just relaxing by the pool with a good book. The entrepreneurial experience is rewarding, but just as managing your health, doing things to maintain your jovial spirit will help in managing a successful business in 2015. I say, less stress creates greater success. Have a great time while building your business. Happy New Year!

If you don't have a website, then you're not in business!

Marc Hamm



When my father started his business over forty years ago, all that was needed was a firm handshake and his word. Today, that's just not enough. When was the last time your fingers did the walking on anything other than your keyboard or your smartphone? That once supersized Yellow Pages has dwarfed while the **World Wide Web** has become our source for most things that we find important. As a business owner, it is important to be where your customers are. And the best and most affordable way to be there is with a website.

Your **website** connects you to your customers. It allows your target market to know you even before setting a foot in your door. It lends that visibility necessary for many customers to make that first decision towards the buy. The opportunity to make an impression even before greeting them at the door with a handshake builds consumer confidence because the customer has had a chance to "meet you" without the pressure of the dreaded sales pitch.

With Americans spending more than 11 hours a day using digital media, a website is one of the most affordable marketing methods available. It opens your doors to millions of potential customers at one low costs. No matter your marketing budget, you can have a website that is professional, user-friendly, and effective. From a simple webpage to an advanced site enhanced with Search Engine Optimization, the reach of the business will extend to customers normally beyond your reach and will pay for the cost of the site in a very short time.

The look of your business extends beyond your storefront or office doors. Build your brand image with a logo, professionally designed business cards and flyers, and of course a website that is enhanced to be found using most search engines (SEO). Talk with a marketing and branding expert to find the best options that meet your needs and your budget. Not having a website is tantamount to having an "out of business" sign on your door.

Location, location, location, remember that? Well location is still important...as long as that location is the World Wide Web.

In summary, a well-designed website signifies professionalism, credibility, and increases your online representation. In addition, having a website strengthens your brand; reduces the amount of money you spend on advertising and operational cost, which results in better business equity. As you can see, a website can make or break your business which is why it is the number one thing you need to have in order to survive in business. **So if you don't have a website, chances are you are not in business.** Procurement Websites, here to meet your business marketing and branding needs.

www.procurementwebsites.com

Procurement Websites

If you don't have a website, then you're not in business

ABOUT:

Procurement Websites, LLC has been around for 10 years, focusing on customer satisfaction. Its founder and principal, Marc Hamm, has taken his 10 years of corporate experience as the lead web developer and graphics designer with Citibank, combined it with entrepreneurial acumen and a talented team to create a full-service business imaging firm. From concept to implementation, our team can help you build the business that you want.

Marc Hamm - Grew up in Orange, NJ in his father's Shoe Repair Shop.

His entrepreneurial spirit hails from his father, **Jerry Hamm**, shoe repair owner and operator for 31 years and his brother, **Jerry Hamm, Jr.** a Greek Paraphernalia business owner since 1988. Being coiffed for business at age five, by working in the family shops, assisted him to understand the needs of the customer, for Marc, it was better than receiving a Master's Degree.

Marc, studied at **Bloomfield College** in Bloomfield, NJ and graduated from **Upsala College** in East Orange, New Jersey. Marc then worked on Wall Street for Citibank for 10 years, taking everything he learned there to start his own business.

Marc believes in Networking, strong branding and integrity as his foundation to running his business. He gives great customer service, which separates him from his competitors. He also believes "If you don't have a website, then you're not in business."

Thompson Management Consulting, LLC 2nd Annual Entrepreneurship and Small Business Conference

May 15 – 16, 2015

www.nsbw2015.com

www.tmconsultingllc.com

Entrepreneur Spotlight



Tell us about your business its products and services

Greer Business Solutions, LLC provides a variety of products and services in the industries of Telecommunications, Energy, and Wellness. We have products for your home & business to include small and large commercial accounts. We are a “One Stop Shop”. We assist and educate clients on products and services they are already consumers of not changing their buying habits, but helping them save money. We acquire customers and help individuals start their own business to change their quality of their life and gain financial freedom.

How did you get started?

I have been an entrepreneurial for many years and have always desired to have a career in some form of business. I knew that it was important to diversify my income especially in today's economy. I was always told to go to school and get good grades to get that “Good Job” only to realize that climbing the corporate ladder had its limitation and hit a glass ceiling. I decided to go back to school to obtain my Master's degree to further my career. As of result of wanting more than just a 9 to 5 with limited income possibilities, I turn to entrepreneurship where there was no cap on my income levels and the flexibility was there for me to build my business on my own terms.

I aligned myself with a direct sales company that provides essential services. I market Fortune 500 companies that everyone is already familiar with providing products and services no one can pay off but utilize every single day. The direct selling industry is a \$167 billion dollar industry that has been around for many years and it is one of the best forms of acquiring customers. Big businesses have utilized this form of customer acquisition while saving millions of dollars in advertising costs. This business model allows me to bring the saving directly to the customer there by providing quality customer services and generating income on a residual basis.

That is a very smart way to earn income. Residual just simply means providing a service one time and getting paid on that service on a monthly basis as long as the customer continues to utilize the service. It is also important to be in the right industries and I have aligned my company Greer Business Solutions to market those services consumers will never pay off. For example energy market; gas and electric no one can ever pay off their gas bill or electric bill, and the bill will come to you every 30 days like clock- work. So whenever you heat or cool your home, cook on the stove, turn on a light switch, someone is getting paid; therefore I have position myself to earn residual income just because I was able to acquire customers and help them same money on a bill that will never be paid off. I will continue to generate revenue on an on-going basis when my clients pay their bills. I also provide essential services in the Telecom industry to include Voice over Internet Protocol (VOIP) telephone services, mobile marketing programs and wellness programs to include supplemental medical programs and access to health insurance through our smart choice programs. The industries of Telecom, Energy and Wellness are billion dollar industries we partake of every single day. I am able to not only assist residential clients, but both small and large commercial clients as well.

What is your long-term vision for Greer Business Solutions?

My long term vision for Greer Business Solutions is to expand my reach not only nationwide but internationally as well. My goal is to build organizations across the globe by acquiring business partners and new clients. I am looking to identify entrepreneurial minded individuals who want to create generational wealth. I am looking for those individual that have the drive and tenacity to want to make a change and are willing to be coachable. The opportunity is open to everyone but you have to have a mindset of helping people, having fun, and developing multiple streams of income through a proven documented system.

What are some challenges?

Some of the challenges I face is the mindset of individuals. Sometimes people are comfortable being uncomfortable. Like the analogy of the dog sitting on the nail. The dog complained about being uncomfortable and feeling the pain but he just accepted it and thought it was just easier to continue to complain instead of doing something about it.

If you are feeling like that dog sitting on the nail and are tired of making excuses and complaining about the situation, just change it. The first decision you have to make is to just get off the nail. Stop the pain, stop the excuses, and stop doing the same thing over and over expecting different results. This is a new year and it is time to make a change for the better.

What is your competitive advantage?

The competitive advantage I have with my business is that it is about relationship marketing. People do business with who they know, like, and trust. Also word of mouth marketing is the oldest form of marketing and is the most effective. What I do in my business is really focus on customer service and provide value add in assisting my clients in the services that will be most beneficial to them. If there is a product or services I cannot provide that will benefit my client, I will definitely refer them out to my other business colleagues that may be able to assist them. There is enough business for everyone so I do believe in having a collaborate network of professional business owners I can refer to in assisting my clients in whatever products or service they may need.

What differentiates my products and services from my competitors is that I provide those services to my network of family, friends, and business colleagues. Also clients sometime purchase products and services when there is a cause involved. If they know that can help me in my business and in-turn save money on a bill they are going to pay anyway then it is a win-win situation for everyone. So they are making a purchase through someone they know, like, and trust.

Greer Business Solutions, LLC is an essential services broker helping people make money through business entrepreneurship and save money on everyday products and services. If you are looking to create multiple streams of income while positioning yourself in the most lucrative industries of today, you need to contact me. Visit my website www.tinagreer.com and fill out the contact me request form. I would like to share with you how you can become a business partner today.

Greer Business Solutions, LLC

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Greer Business Solutions, LLC



ABOUT:

Tina Greer is a successful corporate business women and entrepreneur. She received her B.S. in Business Administration from Southern Illinois University at Edwardsville, and a Master's in Public Administration specializing in Finance from Murray State University. She has over 20 plus years of experience in business management, finance, and business development. In the corporate arena, she manages competitive pricing models within the government contracting industry; and as an entrepreneur she is a network marketer providing essential services in the direct sales industry. She is also the founder of Sisters United, a professional women's organization while currently working on her new project Affirmations for the Soul™.

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Saturday, February 7, 2015: 1:30 p.m. – 3:00 p.m.

Saturday, March 7, 2015: 1:30 p.m. – 3:00 p.m.

Saturday, April 4, 2015: 1:30 p.m. – 3:00 p.m.

Saturday, May 2, 2015: 1:30 p.m. – 3:00 p.m.

Business Marketplace

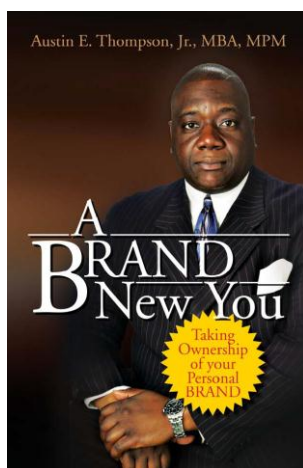
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