

# Empowered

A monthly online publication by Thompson Management Consulting, LLC for small business owners and entrepreneurs – NOVEMBER 2018

- Page 1-3** The Holiday Shopping Season Commences: Tips For Small Business Retailers – Austin E. Thompson, Jr.
- Page 3-4** What Motivates and Drives You To Succeed – Austin E. Thompson, Jr.
- Page 4-5** How To Thrive Ahead of Your Competition – Dr. Sinclair Grey III
- Page 5-6** Improving Cash Flow – Austin E. Thompson, Jr.
- Page 6** ESBS 2019 Update
- Page 7-8** Entrepreneur Spotlight – Elite Nursing Services
- Page 9-10** Business Classified
- Page 11-13** Upcoming Events for Networking & Education
- Page 14-15** Advertise With Us
- Page 16** About Empowered and Thompson Management Consulting, LLC



## The Holiday Shopping Season Commences: Tips For Small Business Retailers

Austin E. Thompson, Jr.



**W**e are now officially into the holiday season, and if you think consumers are clamoring for the long lines hours after Thanksgiving dinner to be part of the frenzy of shoppers stampeding toward Black Friday

sales, you have not been paying attention to consumer behavior and buying patterns of the past 3-5 years. As small business retailers, and businesses relying on holiday shoppers to recognize record sales volume, it is incumbent on businesses engaged in e-commerce activity to understand that online shopping has contributed to the decline of in-store shopping, not replaced it, but it is the reason why shoppers are shifting their patterns from tolerating long lines, to sitting comfortably in front of their computers to take advantage of online discounts and attractive deals.

Table 1 below illustrates the growing desire of shoppers diverting their attention away from long grueling lines to online shopping. The period 2015 to 2016 showed the greatest increase of 62% growth between a 2-year period over the past five years. The U.S. was just 3 years into its economic recovery from the great recession, and consumer confidence in spending disposable income was on the rise. (**Source: comScore and National Retail Federation**).

### Total Online Sales - Past 5 Years

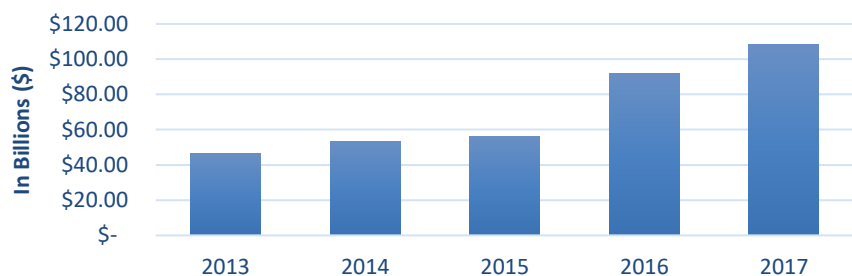


Table 1

Continued On Page 2

Businesses with an online presence, not solely e-commerce retailers, but bricks-and-mortars which also sell their products and services online, realize that increased bandwidth to accommodate higher volumes of shoppers who have migrated online is important to their sales. Merchants who have not prepared, experience less than impressive sales activity when shoppers shift to competing e-commerce websites which can accommodate higher volumes of shoppers without crashing. When consumers are accessing your sites to see what they can purchase, they wish to move quickly and not be overwhelmed by slow access rates and spinning hour glasses. If access to your site or shifting between links are slow, they will move on to another site where they can search, compare items, and make quick decisions leading to a purchase. Your competitors who are better prepared will get the sale. The reliable way to have your shopping carts filled is to ensure that your site has been optimized and your payment options (i.e. PayPal, banking merchant features, etc.) are all working well. Too many people accessing your site at once, especially during peak times, can cause your site to crash. Remember when the Affordable Care Act (Obamacare) was first approved, and consumers were attempting to access the site to purchase health insurance? The site experienced frequent crashes due to high volumes of people accessing the site at once. The network on which the site was stored did not have sufficient bandwidth to accommodate large numbers of people trying to access the site. They were not properly prepared. However, the problem would soon be resolved, but initially, it was a nightmare and extremely frustrating. Imagine how many thousands of dollars in sales you would lose in a single day if this happened to you.

Another opportunity on which to capitalize if you rely on e-commerce sales are consumers access to mobile phones and devices. Smartphones are in the possession of 230 million Americans, and almost 2 billion people globally. What does this mean and why should you care? People (consumers) on the move are searching and shopping, and not only in the United States. Consumers from any part of the globe where there is decent internet connection can shop on your site. They can browse and shop while at a coffee shop, on a bus, in an Uber or Lyft, while out walking, sitting in the park, from anywhere. Gone are the days when shopping online required consumers to sit before a desktop. Smartphones, with computer-like features and improved security, allows phone owners to utilize their mobile devices in ways the preceding generation could only imagine. Make sure your websites are

mobile ready, which allows the web content to be presented well on any mobile device (smartphone, tablet, etc.)

The Thanksgiving holiday is unique as it is a 4-day holiday weekend dedicated to family, food, fun, and shopping. Typically, shopping commences on Black Friday, continues on Small Business Saturday, through Sunday, and concludes on Cyber Monday. However, recent reports showed that consumers begin their holiday shopping as early as Labor Day weekend, and especially when retailers entice consumers with early holiday discounts on merchandise. Cyber Monday is the first Monday immediately following the Thanksgiving weekend when there is a concentrated focus on online shopping. Millions of consumers purchase items for the Christmas holiday using their smartphones, computers, tablets, and other mobile devices. Retailers who sell online, whether entirely or along with their bricks-and-mortar model, are encouraged to optimize the bandwidth of your websites, so access is not limited for consumers due to high volumes at peak times. Sites do crash when an overwhelming number of consumers attempt to access a website all at one time, which presents massive issues for impatient shoppers who will move to another site that will accommodate the high number of online buyers. Imagine millions of shoppers in one day accessing Amazon's site. Imagine how robust their network must be to accommodate those high numbers. Money Magazine reported Amazon sales through the 2016 Thanksgiving holiday at \$4.74B. During that same period, overall e-commerce sales on Black Friday and Cyber Monday reached \$3.34B in sales and \$3.39B respectively. With so much increased sales from online purchases, Amazon, Walmart, and other retailers know the importance of keeping the networks optimized on which their websites are supported.

Get ready for the heightened holiday shopping season and work with your webmaster to make sure your e-commerce sites are optimized to manage the high volume of consumer traffic. The market is robust, unemployment is now at a steady 3.7%, the lowest in 48 years, and the country just added 250,000 new net jobs to the payroll. In addition to these wonderful statistics, the Department of Labor reported an increase in salaries. What does all this mean? Disposable income is up, more people in the marketplace who are employed, and consumers are ready to spend money. How ready are you?

*Thompson Management Consulting, LLC would like to send holiday wishes to all our supporters celebrating with family, friends, and loved ones. We are truly thankful for your continued interest in supporting our consulting company, Empowered Business Journal, the ESBS brand, and all that we do for small business owners and entrepreneurs. To our brave troops, we salute you on the hard work you continue to execute over the holiday. Let us also take the time to remember those who are without the blessings many of us will share on this Thanksgiving holiday and remember the loved ones we lost in 2018. Travel safely, enjoy immensely, and support SMALL BUSINESSES.*

*Happy holidays!*



**Saturday, November 24, 2018**  
**Support Small Businesses**

## What Motivates and Drives You to Succeed

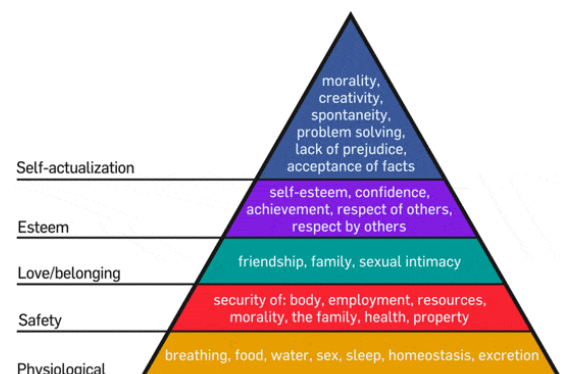
*Austin E. Thompson, Jr.*

Have you ever awakened in the morning from your slumber so highly charged with purpose that you take off in high gear, moving into your morning and day conquering all things in your path? Traffic congestion on the highway, spilled coffee in your car, a dropped portfolio on the ground with spilled pages from your monthly sales report strewn across the sidewalk. No matter the nuances of a morning rush hour, you continue moving with purpose and without hesitation. Your highly charged energy is not from a good night's rest or knowing the day in which you just awoke officially concludes a hectic work week and transitions into a weekend filled with fun activities. No, none of these things drive your highly charged movement through your day, which in fact, is a Monday. As the first day of the business week, most people are lethargic first thing in the morning, attempting to recuperate from an active weekend.

Many of us are driven by different things. Some are driven by faith, money and wealth, love, lucrative careers, power

from the positions we command, our status, business success, and other factors. As entrepreneurs many of us are driven by the excitement of steering our businesses on successful paths, despite the unexpected bumps and bruises along the way. A new software platform, a new product design and release, a new service offering, transitioning from a home office to a physical office space, securing a new client or customer, opening a new store front, closing a huge deal, flying off to a conference overseas to network with global entrepreneurs, hitting a new sales target, growing revenue, etc. We are all motivated by accomplishments in life which drives us forward and entices us to continue exploring new frontiers in our already inundated lives. Like, "well I have accomplished all this, what else is out there for me to try". We know it all too well, don't we? The desire to keep doing, to keep pushing, to keep overachieving, to learn something new, take on new challenges and unknown risks, to fall flat on your face and get up to keep moving forward, to keep pushing against opposing forces which aim to slow your momentum. Whatever it is, it keeps us amped and highly charged, because we are determined to reach that finish line. How many times have you watched a 110m hurdle race? Runners sprint full speed, while leaping over hurdles. Some trip over them, some tip them with their feet, slowing their forward momentum, and despite those 10 obstacles from start to finish, they are determined to complete the race, albeit extremely exhausted and winded, but they finish.

Abraham Maslow was a distinguished psychologist whose most recognized contribution to the field in which he made numerous contributions and conducted infinite research is the Hierarchy of Needs, which focuses on the "need" for self-fulfillment. In this article, we will pay attention to the top two hierarchy of needs, which when understood through observation and self-assessment, can serve as a gateway to knowing why one desires to continue a sustained path of overachievement. See the hierarchy below.



**Continued On Page 4**



**Esteem** – Is a need for respect and recognition, where individuals seek personal gratification through the accomplishment of tasks. In this level of the hierarchy, for instance, an entrepreneur is driven to develop, create, and present a deliverable based on his or her own need to gain respect as an innovator. It is not so much that the desire is to create a new product for the market, as it is a need to retain respect as a leading voice or innovator in the marketplace and industry. You can almost say this need has to be satisfied for recognition to build one's self-esteem as an achiever. ***It is an inherent necessity to be respected to drive one's self-esteem.*** When you own a small business, high self-esteem drives creative thought and execution to maintain market visibility of a product and customer loyalty. Being average is not good enough. One must believe in one's self to know he or she can rise above average to do great things, and a need to perform positively is fostered by the desire to maintain a high self-esteem. If the drive to succeed and win only for recognition and praise is present, but your best effort is not genuinely present to compliment your appetite for recognition and respect from others, the output or result will be less than stellar.

**Self-Actualization** – The highest order in Maslow's Hierarchy of Needs highlights one's ability to utilize his or her capabilities (i.e. strengths) to become the best and achieve high success. Where Esteem is focused more on gaining recognition, self-actualization focuses on a desire to fulfill one's self through achievement, being the best, doing exceptionally well, ***all without a need to be recognized as the best.*** Self-actualized individuals are natural extroverts who are driven to succeed and take on challenges without hesitation. Entrepreneurs know all too well the daunting tasks they face when establishing a new business and having to meet the obligation of developing a business plan to secure funding, understand their market, identify their competitors, prepare their financial forecasts, and all the other extensive activities which are associated with the start-up process. When you are highly charged and are driven to succeed at all costs, you don't pay attention to the obstacles, those opposing forces which are in your path to success intended to trip you up or slow your momentum. You don't get discouraged or intimidated by the numerous tasks which are involved in starting that business or maintaining its operation. You don't listen to those who tell you the work is arduous, the road is paved with pitfalls, you don't have enough money, you can't trust the economy, business ownership is plagued with risks and you will fail, etc. All you know is your desire to forge

forward with your vision, mission, goals, and your need for personal fulfillment. Self-actualized individuals are motivated by challenges and possess raw grit. The harder the task or more challenging the path, the more they are determined to succeed, and no obstacle will circumvent their achievement.

As an aspiring entrepreneur and business owner, you must know what motivates you and what drives your forward momentum, despite constant resistance. Faith is great, but faith alone is like a vehicle with three tires. You need more than just three tires to have a smooth ride. Determination, a vision, and a personal development plan with clear measurable goals are all reinforced by your faith. Find out what motivates you, and what keeps you determined to succeed. Have you ever seen a basketball player who misses a shot, out-hustles the defense to retrieve his own rebound, miss a second time, out-hustles the defense again to retrieve the ball a second time, and makes the shot on a third attempt? That is the will to stay on task to make the shot and achieve the intended objective. That is not giving up on your goal. That is knowing your purpose. That is getting mad as heck to overcome the odds to accomplish what you started out to achieve. As we continue to grow successful businesses, or if we are at the beginning of the start-up process, understand what motivates you to keep going, and give your best effort regardless of the existential challenges you face. It is all worth it in the end.



## **How To Thrive Ahead of Your Competition**

***Dr. Sinclair Grey III***

Whenever an entrepreneur fails to understand the importance of branding himself/herself, they are opening the door for their competitors to take their clients. Let's face it for a moment – a whole lot of people like to say that competition is good, however, if you think about it for a moment, if you're a business owner, why would you want someone to compete with you in providing a certain type of service and/or product? You want to be the only one and if not, you want to be the one that stands out. Unfortunately, reality quickly reminds us that we are in competition locally and globally. That's why we need to understand the importance of branding ourselves.

While working in corporate America, I was an Account Executive for a major Fortune 500 company handling accounts from corporate to individuals. I quickly learned how important it was for me to brand myself. The company had its own brand, product, and service. What I didn't have was my personal brand. Working on commission, one quickly learns the importance of customer service as well as finding the right niche that separates you from your competitors. I had to take it a step further. I had to find out what would separate me from my fellow coworkers and competitors. That may sound harsh, but you need to know when you're in sales and your income is based on your productivity, you understand why branding yourself is important.

In my position, I learned how to build referrals so much so that I stopped cold-calling and knocking on doors. In other words, I dropped all of the traditional stuff and allowed my brand to do the selling for me. What do I mean by this? I stopped selling the company and started selling myself. It was through selling myself as the expert, consultant, friend, and go to person that sales started increasing. Every client I sold associated my name and face with the company. Let me say it this way. When the name of the company was mentioned within their circle, my name was brought up because of what I was able to do. I say this not to brag, but to help you realize that your brand is everything.

Because I care about the plight of entrepreneurs, I would like to offer you some suggestions on how to thrive ahead of your competition.

- **Develop a habit of getting to know your customers/clients.** Just don't thank them for the purchase, get to know their likes and interests. Unless you show your clients you care about them as a person, you will not have a brand that says 'caring and concerned'
- **Be YOU.** That's hard for many people because they like going by a script. People can read between the lines and when your clients see you, they should see a person who is real and relevant
- **Incorporate your personality with your product and/or service.** Those in sales will hear plenty of 'No's' but when people know you by your brand, you're more inclined to hear 'Yes'
- **Keep your social media polished.** That means you can't post or write anything derogatory. The moment current clients and potential clients see or read anything that's

demeaning or degrading, your credibility is lost

- **Attend networking events and be active.** Just don't show up to an event and remain close to the wall. Meet people, get to know people and make new friends. Check this out – it's not the time to sell your product and/or service. Simply establish new connections

There are many other ways an entrepreneur can build his/her brand. What's important is that a business owner remains conscious of their profile.

*Dr. Sinclair N. Grey III is a speaker, author of [The ABC's of Making Networking Work For You](#), and Success Coach. Contact him at [www.sinclairgrey.org](http://www.sinclairgrey.org) or [drgrey@sinclairgrey.org](mailto:drgrey@sinclairgrey.org) Dr. Grey is also a supporter of the Entrepreneurship and Small Business Summit (ESBS) and frequent contributor to the Empowered Business Journal.*

## Improving Cash Flow

Austin E. Thompson, Jr.



Managing the inflows and outflows of cash in a business can be challenging, especially if you are incurring high expenses to keep the business afloat, and you do not have the right system in place to optimize your cashflow tracking activities. Managing cash is not a small business owners first love, but one with which they fall in love almost immediately, if the business is expected to stay solvent. Just as a Profit and Loss statement places importance on capturing the revenues and expenses of a business to reflect a net profit, the Statement of Cashflows captures how cash moves into and out of your business and shows how much cash the business has at the end of a particular period (i.e. monthly, quarterly, etc.)

The Statement of Cashflow, or Cashflow Statement (CFS) tracks all movement of cash the business manages, which enables a business owner to determine the cash position of his or her business. It takes into account payroll, depreciation, accounts payable, accounts receivable, and other activities involving the movement of cash through a business. One way a business can improve cashflow is through accounts receivable, a line item which rests on the company's Balance Sheet. If your customers are paying you on a 30-day cycle or NET30, it is incumbent on the business to collect these payments within 30 days. If your terms exceed 30 days, you run the risk of defaulting on payment obligations you have to

make to keep your business operating. Small businesses should not exceed a NET30 agreement with customers, because if a customer's term is extended to a NET45, NET60, or more, it jeopardizes the business' ability to pay its bills on time. You are relying on that revenue to pay your expenses. If you are paying bills on a 30 day cycle, the terms you extend to your customers should not exceed 30 days. So, ensure you are not issuing terms beyond 30 days.

One other way to ensure better cash flow is to collect a 50% down payment on all services and allowing your customers to pay the remaining 50% at closure. By following through on this process, at least you are getting something at the onset of the business activity. Many businesses, especially service-based businesses, require a 50% deposit on all services to be rendered before work commences. This down payment allows for the small business to pay its bills, purchase supplies, make payroll, and place the balance in the bank to cover additional operational costs. If you did not collect this 50% retainer before work commenced, the entire amount would come due at the conclusion of the work period, or by month end. However, if 30 days arrives, and the customer can't pay, you don't get paid. Make sure to collect 50% of the project or work to be performed before activity begins. Instead of 50%, you can break your customer's payments out in three installments by offering a 33% initial retainer and two remaining payments to include 33% due at the midpoint, and the final 33% due at closure. This payment arrangement is contingent on the nature of the scope of work and may not be a practical solution in cases where the timeframe of the project is narrow. For example, a 2-day project to repair a leak in the roof will require a 50% deposit before work commences, and the remaining 50% at closure within two days. The duration of the project has a short lifespan. On the contrary, a 6-month project to design software to provide an HR solution may work for the three-installment model. The objective is to get money in your hands to maintain paying your expenses.

Managing your receivables well and collecting what is owed can help a business improve cash and remain solvent. The inability to collect what is owed to you on terms may reflect in decreasing cash flow. Having a policy and procedure manual created for your business should include how you manage your payables and receivables, and a clear process for collecting unpaid debt.

## ESBS 2019 Update

### *"Rediscover Your Competitive Advantage"*

We are officially six months out from the 6<sup>th</sup> Annual Entrepreneurship and Small Business Summit (ESBS 2019), which will be held on Thursday, May 9, 2019, with the official launch coming on November 15, 2018. The event will be held at the Busbee International Center (Building #700) of Gwinnett Technical College, located at 5150 Sugarloaf Parkway, Lawrenceville, GA 30043. We are pleased to announce that we have confirmed both of our keynote speakers, both long time active participants within the entrepreneurship space, starting and growing their respective business ventures.



Mr. Rich Casanova  
Pro Business Channel



Mr. Ashley Bell  
Small Business Administration

Mr. Rich Casanova, the morning and opening keynote speaker, is Chief Visionary Officer of Pro Business channel, and formerly of Buckhead Business RadioX. He has been a key stakeholder in the entrepreneurship space for over 20 years, and a long time radio broadcaster. Mr. Ashley Bell, the lunch keynote speaker, serves as SBA Administrator for the Southeast Region, a prominent Attorney, former Hall County Commissioner, and successful entrepreneur. The biographies of both esteemed gentlemen will be available on the ESBS 2019 site when it officially launches. We are truly thankful for both gentlemen for confirming their attendance to address the ESBS 2019 audience and share their personal experiences.

We are on our way to confirming 18-22 speakers for the day, which includes classroom style workshops and panel discussions. In addition, we've secured one sponsor for the event, with others considering their sponsorship, and two exhibitors for the B2B Expo have confirmed. There are 20 exhibiting spaces available altogether, and we encourage all interested entrepreneurs to register as soon as the site launches. Attendance is projected to be between 150-200, and our healthcare participants will be back for the free health screenings. General attendance is \$25 and exhibiting is \$175. We thank you all for your continued support, and continue to look out for updates and check the event website at [www.b2bconference.net](http://www.b2bconference.net).

# Entrepreneur Spotlight

## ELITE NURSING SERVICES



**Elite Nursing Services'** core values are **Excellence, Integrity, Professionalism, Respect, Compassion, Dependability, and Intention!** We believe that many consider these values to be of high importance as well, yet, there is too much evidence that these elements are scarce, if not completely void, in commerce and in social communities. Therefore, **Elite Nursing Services** has placed these values at the **CENTER** of Everything we do!

**Elite Nursing Services** is a Private Home Care Provider. Our vision for **Elite Nursing Services** is to become a major Resource for Personal and Public Health Education and Awareness for ALL populations. We consider ourselves individually and our company, **Elite Nursing Services**, to be Advocates for the Public, and Agents of Change to improve the quality in which healthcare is rendered! On a personal level, it saddens us to see the way many elderlies are poorly treated, or their concerns dismissed because of the present state of the healthcare industry. As professionals, we are greatly disappointed at the lack of compassion and professionalism exercised by caregivers to the those in need. The absence of the very sensitivity patients need, is part of the reason why many people are not receptive to the care they are given. But rather than complain about how things currently are within our healthcare industry, we are utilizing our capabilities, combining our experiences, and have created a solution through **Elite Nursing Services**.

**Elite Nursing Services** provides service in all the Metro Atlanta counties. We send Certified Nurses Aid, License Practical Nurses, and Registered Nursing to patients' home to aid in taking care of individuals whom cannot care for themselves. Respite care is also a significant part of the services

we provide. All employees are highly trained by the institutions they receive their certifications from, and they receive additional specialized training as employees of **Elite Nursing Services**. Our services include simple services such as companionship, extending to giving care for complex situations such as total assistance with ambulation, or post-surgical care.

We started **Elite Nursing Services** in the summer of 2017, and just began proving care at the end of this summer, 2018. **ENS** is owned by just my wife and I, Armand and Carlotta Gabriele. We have been married for 20 years with three children. Now that our children can take more care of themselves, we decided to use this opportunity to bring our vision into fruition. Our client base includes young children through to the elderly. My wife and I agree the greatest challenge in starting **Elite Nursing Services** was waiting for our application to be approved. It was a long process with a great deal of waiting time. During this time, though, my wife and I began talking to potential clients, seeking out what most people wanted in a private home care service. The response was overwhelmingly the same regardless of whom we asked: elderly, veterans, disabled, chronically ill, and caregivers of ill persons. Their responses along with our own convictions became **Elite Nursing Services Core Values: Excellence, Integrity, Professionalism, Respect, Compassion, Dependability, and Intention!** My wife's parents were very ill prior to passing. The experiences of having moved between good and bad care are still vivid, more bad than good. My mother, who is still alive, requires home care. She, also, continues to have difficulty finding quality, professional home care.



My wife's nursing specialty includes Dementia and Alzheimer's, Women/Children/Infant health, and critical care. She has a master's degree in Nursing Education and over 20 years as a medical professional. Outside of the clinical and education arenas, Carlotta is a *Transformational Speaker*, a mentor to young girls and peers, and engages in many community outreach events. My specialty includes Physical Rehabilitation, Nutrition, and Wholistic Wellness. Prior to moving to Georgia, I owned a wellness center in New York. After migrating to Georgia, I was a health consultant to many medical practices. We are also professional educators, each teaching at two of Atlanta's well know Universities and Colleges. As academic professors, students who learned under our direct instructions, have proven to excel in their chosen medical professions, Nursing and other Allied Health Positions. My wife is currently a clinical professor at Georgia State University, and an Advance Clinical Nurse Educator at Grady Hospital. As an educator, I have held the position of Academic Director and Director of Student Services at five proprietary colleges, and was the Director of Medical Education for one. I have written curricula, started new medical programs, and improved the state of many others. These vast and varied combined experiences between my wife and I have enabled us to provide, not only *High-Quality Care* to all of our clients, but afforded us the ability to impart invaluable information toward self-care: While we aim to service our community, we want to restore some level of *Independence* to our clients as well.

We have created a website for **Elite Nursing Services** ([www.elitenursingsvc.com](http://www.elitenursingsvc.com)) detailing all the services that we provide. There is a page with general health information regarding basic care for all persons. We have a greater amount of information about Dementia and Alzheimer, as it has become one of the fastest growing health crises in the US. There is a page on our website featuring public appearances we have done in all types of event, some charitable, some marketing events, and some contract or educational events. We have a YouTube channel with at least two videos, anticipating making more videos to share. We can also be found on Facebook under the name **Elite Nursing Services** and are currently creating an Instagram page. Our contact information is: email: [elitenursingsvc@gmail.com](mailto:elitenursingsvc@gmail.com), 770-674-2883 / 770-885-6297 / Fax 770-674-2884.

Part of our goal and vision is to be entrenched in the Atlantan community in three years; in Five years, we want to begin branching out into communities beyond Atlanta's borders. In ten years, one of our big goals is to be nationally recognized as an all-source health company for personal and private care. Our Big Dream, is to be prominent Leaders in the Change that our healthcare system needs in order to make a significant improvements in the quality of care our community receives, and eventually, the quality of life lead by those chronically ill.



**Mr. and Mrs. Armand Gabrielle were attendees at ESBS 2018**

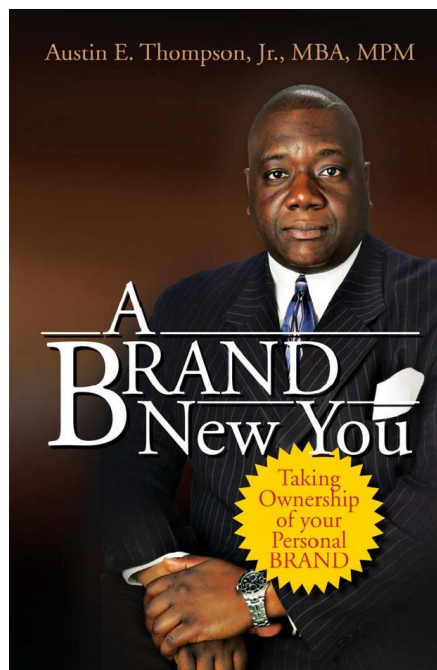


# Business Classifieds

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# *Upcoming Business Events*

✧ Kindly Support Our Business Affiliates ✧



Tuesday, November 6, 2018

5:30PM – 8:00PM (EST)

Real Estate Professionals and Investing

Top Golf ♦ Midtown

1600 Ellsworth Industrial Blvd., NW

Atlanta, GA 30318

[CLICK HERE](#) for all event details and to register



**2018 BUSINESS EXPO**

Saturday, November 10, 2018

10:00AM – 4:00PM

For details and registration

[CLICK HERE](#)



**B2B NETWORKING EVENT**

Tuesday, November 13, 2018

Kaleidoscope Bistro & Pub

1410 Dresden Drive

Atlanta, GA 30319

[CLICK HERE](#) for all event details



GEORGIA HISPANIC  
CHAMBER *of* COMMERCE

**BUSINESS CONFERENCE & EXPO**

Tuesday, November 13, 2018

8:00AM – 2:00PM

For details and registration

[CLICK HERE](#)



Wednesday, November 15, 2018

5:30PM – 8:00PM (EST)

Premium B2B Networking

Atlanta Tech Village

3423 Piedmont Road, N.E.

Atlanta, GA 30305

[CLICK HERE](#) for all event details and to register





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## *About Empowered Business Newsletter*

Empowered Business Newsletter (EBN) is published by Thompson Management Consulting, LLC as an online vehicle to provide business related information for small business owners, entrepreneurs, micro enterprises, solopreneurs and business professionals who support small business development and growth. The EBN is not produced in hard copy format. Articles in the EBN are written by small business owners, who contribute to the success of each newsletter by providing insightful and informative articles for the small business community. Moreover, the EBN promotes small businesses, spotlights entrepreneurs, reports on business, political and economic activity which affects small business owners, and highlights developments from Thompson Management Consulting, LLC. The EBN has a direct distribution to over 1,500 contacts, who receive the publication via email and share it with their contacts. Copies in PDF format can be retrieved from our website at [www.tmconsultingllc.com](http://www.tmconsultingllc.com). We invite small business owners to submit subject matter "Business-related" articles for publishing, along with a head shot and brief bio. All submittals are vetted carefully to qualify for our readers. Finally, we encourage small businesses to advertise with us and support a publication looking out for the concerns of small businesses.

## *About Thompson Management Consulting, LLC*

Thompson Management Consulting, LLC works with small business owners and entrepreneurs who are primarily in the 0 – 5 year range of the business lifecycle, those in the seed and start-up to expansion phases. We assist with business plan writing, marketing, feasibility studies, project management, financial and budget analysis, business event planning, and business training. Thompson Management Consulting, LLC produces an Annual Entrepreneurship and Small Business Summit in celebration of National Small Business Week, and hosts a monthly radio program, The Entrepreneurship and Business Empowerment Hour on WATB 1420AM. We are A+ accredited by the Better Business Bureau, and hold memberships in the Gwinnet Chamber of Commerce and Georgia Hispanic Chamber of Commerce. Additional information can be found at [www.tmconsultingllc.com/about.html](http://www.tmconsultingllc.com/about.html).

