

# EMPOWERED BUSINESS JOURNAL

A monthly online publication published by Thompson Management Consulting, LLC for small business owners and entrepreneurs – NOVEMBER 2017

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## In This Issue:

- Page 1-2** ESBS 2018 Now Launched – Austin E. Thompson, Jr.
- Page 2-3** America's Soaring Economy and Its Impact on the Upcoming Holidays – Austin E. Thompson, Jr.
- Page 4** If You're Not Measuring, You're Not Marketing – R. Pamela Alexander
- Page 5-7** Business Advertisements
- Page 8-10** Upcoming Business Events
- Page 11-12** Advertising Rates for Thompson Management Consulting, LLC
- Page 13** About Empowered and Thompson Management Consulting, LLC

HAPPY THANKSGIVING



## ESBS 2018 Now Launched

*Austin E. Thompson, Jr.*

Leading with innovation, this is what entrepreneurs and the nation's 28 million small business owners do. They lead by bringing new ideas to the forefront, producing products and services their target markets demand, not just thinking outside the box, but learning to think creatively inside the box, and bring new innovation to the consumer market. Leading with innovation is the theme for ESBS 2018, the 5<sup>th</sup> Annual Entrepreneurship and Small Business Summit, which will be held during National Small Business Week on Thursday, May 3, 2018 at The Busbee Center at Gwinnett Technical College in Lawrenceville, Georgia.

It is a pleasure to be planning and hosting the fifth installment of this magnificent event for our metro Atlanta small business owners. Over the past four years, I have met some of the most invigorated, innovative, enthusiastic, and hard working business owners who attended the previous four summits to learn, grow, network with fellow thought leaders and innovators, and capture critical information from workshops, keynote addresses, and panel discussions to grow successful businesses. We are pleased to make a significant contribution to the growth of small businesses, and to help elevate those who are living the American dream to start and grow their own business. Thompson Management Consulting, LLC is proud to continue working hard for the immense success of our metro area's small business owners, who we celebrate for their achievements during National Small Business Week. We are pleased to work with some of the most intelligent and talented consultants in the metro Atlanta area, who serve as our workshop facilitators, panelists, and keynote speakers. We do this for the business owners, thought leaders, innovators, change makers, academicians, policy makers, and risk takers who dare to take dreams and turn them into businesses. This event is designed with you in mind, our vibrant small business ecosystem.

As we embark on the 5<sup>th</sup> Annual Entrepreneurship and Small Business Summit, ESBS 2018, we look forward to a continued tradition of delivering a quality product, which are the workshops, speakers, and other activities which have become part of the ESBS brand. We are always pleased to build valued

*Continued on Page 2*

relationships with key organizations who have provided staunch support over the past four years, such as the Small Business Administration (SBA), Small Business Development Center (SBDC), and our new stakeholder, the Institute of Management Consultants-USA (IMC). We look forward to expanding our valuable connections with local area chambers, especially those which have supported us in the past, the DeKalb Chamber of Commerce and the Gwinnett Chamber of Commerce. In addition, it is our objective to reach out to and build connections with the metro area's local business alliances and business associations. We are already doing that with the Gwinnett Association of Business Entrepreneurs (GABE), a local organization with which we currently enjoy a fruitful relationship.

We welcome all of you to register to attend this magnificent event, whether you register to attend, register to exhibit your business, or both. It is our pleasure to work along with you, and continue to deliver the quality you expect from the ESBS. There are 20 exhibit spots for businesses to set up and expose their services and products at our B2B Expo, a health fair with free health screenings, over 20 workshops from which to choose, and engage over 150 fellow small business owners. Come early and join us for light breakfast refreshments and networking before we transition into the opening session with an empowering keynote address. A succulent full buffet lunch is included in your registration fee, sponsored by LeGomier Caribbean Restaurant and Banquet Hall, who was our dedicated lunch sponsor for NSBW 2016 and ESBS 2017.

This is an opportunity from which to take full advantage of other benefits, such as onsite business advisement, having a business plan reviewed, speaking with bank and financial lenders, sourcing new customers or business partners, building strategic business relationships, and much more. All event information can be found on [www.b2bconference.net](http://www.b2bconference.net), where you can begin registering today as an attendee, register to exhibit your business, pay all your registration fees, view pictures of all past events, view our press release, and see all potential workshops for ESBS 2018. You can also place marketing materials in our swag bags. We are now launched and ready to register you. Speaker biographies will be posted when facilitators are confirmed, and bios are submitted. We look forward to seeing you at ESBS 2018. Let's grow together.

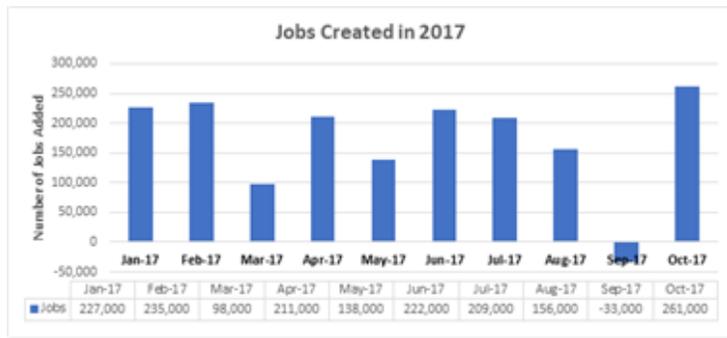
## America's Soaring Economy and Its Impact on the Upcoming Holidays

By Austin E. Thompson, Jr.

For nine consecutive months, the U.S. has added jobs resulting from increased hiring by U.S. companies, and from these new salaries, came an infusion of increased disposable income in retail outlets across the country. Great for small businesses, especially our mom-and-pop micro business models. Although some months were more sluggish than others, and with negative job growth in September resulting from two major hurricanes, Irma and Harvey, the country seems to be headed in the right direction with job creation and reducing the nation's unemployment rate, which now stands at 4.2%. This makes for another successful year at the nation's retail outlets, and for growing online sales. In September, according to a Bloomberg report, the nation lost over 100,000 jobs due to massive damages mainly to restaurants and bars, and 1.5 million people were left without work due to the hurricanes, Irma and Harvey. The report further states that in September 2017, it was the first time since the great recession that the nation suffered such high job losses. Nevertheless, this strike to our economy was a result of two major hurricanes, which caused wide spread damages to property and infrastructure, and not resulting from a decline in demand for products and services, as we saw at the onset of the last recession in December 2007.

As the Thanksgiving holiday approaches, to include Black Friday, Small Business Saturday, and Cyber Monday, we are destined to see more success in 2017 than we experienced in 2016. Adding to the success of job creation and an increase in disposable income, the state legislature of 19 states voted on and passed legislation to increase their respective state's minimum wage at the beginning of 2017, which gave an income boost to millions of Americans who have been seeking a fair living wage to better position them to care for their families. This added income can only be a tremendous advantage for shop owners, who look forward to the holiday season to bring their bottom lines from a deficit and over break-even into the black.





Carolyn Wright, co-owner of The LONA Gallery in downtown Lawrenceville, GA, prepares for the Thanksgiving weekend by making sure those items which are most favorable to customers are stocked. These high in demand inventory items are carefully identified, and all those “hot” items are ordered and ready for sale. Many retail outlets may offer discounts for those who are walking into a bricks-and-mortar, or shopping online. Although, economists are not entirely ecstatic about the job numbers, as they expected more jobs to be created, we see October being the month which produced the most job creation activity in 2017. This drives tremendous promise as we move forward into the busy holiday season, with expected increased spending on goods. Amazon, the nation’s leading online retailer by sales experienced 30.9% in sales at the end of 2016, according to Fortune, and online sales altogether are expected to exceed \$100 billion between November 1 – December 31 in 2017, which is considered the core holiday shopping period.



Data from the National Retail Federation (NRF) indicates an upward trend for holiday sales, as illustrated above. Since 2010, when the economy started to show signs of slowing its decline and turning toward a recovery, we see holiday sales increasing each year, and in 2017, the NRF projects total holiday sales around \$680 billion, a 3.7% increase from 2016. With shipping and delivery options from retailers in addition to discounts offered to consumers, online sales are set for another record year.

Looking at the nation’s leading economic indicators, the U.S. economy continues its growth pace of 2-3%, as reflected by GDP. Production is up 3%, which is driven by rising consumer demand. With production on the rise, and with President Trump’s continued promise to bring manufacturing back to the U.S., while lowering regulations, we will see companies continue to add jobs and increasing output. According to a Market-to-Market report from QC Times, the U.S. economy lacks sustained growth, although we are experiencing a GDP uptick, which improved from weaker outputs earlier this year. Wage increase continues to be stagnant, but consumers remain optimistic about the strengthening economy and demonstrate how eager they are to spend money during the holidays.

The Stock market continues its rallies as investors get bullish, and consumer confidence remain high, which is another indicator of growing U.S. economic strength. Home prices continue to climb, as the availability or supply of new homes dwindle, keeping prices high. Furthermore, with wages remaining stagnant, and home prices steadily inclining, fewer Americans will be able to afford a descent home. Nevertheless, consumer confidence remains high, and all critical economic indicators point to continued economic growth, and a lucrative holiday season for the nation’s retailers.

As the economy continue to grow, and with jobs being added to the economy, we should experience a record breaking holiday season. Retailers will enjoy a higher volume of customers during the 4-day Thanksgiving weekend holiday, but the holiday shopping season is already underway. Shoppers are increasingly buying online, and retailers are experiencing higher volumes of foot traffic into their stores.

**PREPARE FOR 2018**

**Do you wish to discuss your business and strategic plans for 2018? Are you ready to invest in a business and need to discuss what steps to take? Contact the offices of Thompson Management Consulting, LLC and we will be happy to develop an outline for you.**

**1-Hour Consulting Session at \$75  
Contact us today and get started!  
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# If You're Not Measuring, You're Not Marketing

By R. Pamela Alexander



If you ask most businesses where the majority of their sales come from, the answer is almost always “word of mouth.” Why is that? Are they just so popular that everyone who bought from them happened to talk to someone else who bought from them? Really?! I think, Not! What most don't realize is that if they had measurements in place, most of their business may actually come from other sources. Word of mouth has become the answer when we don't measure our efforts. As an author, word of mouth (measure that too) may sell a few books, maybe even a few hundred, but ongoing book sales is going to come from actual marketing not “spraying and praying.”

Marketing is about getting a physical and measurable response. It begins with setting goals. After all, if you don't set goals, how do you know it's working for you? First start with general goals: increase visitors to my blog, sell more books, book more speaking engagements. Then develop more specific measurable objectives around those goals: 100 more visitors to my blog by next week, 50 books sold on Small Business Saturday, 3 speaking engagements per month in 1<sup>st</sup> quarter 2016.

Now armed with your SMART (specific, measurable, attainable, realistic and time-based) goals, you are ready to determine which marketing methods you want to use to reach your target audience. The options are limitless, direct mail (yes, it still works), TV, radio, magazines, billboards, email, events, Facebook and Twitter Ads, AdWords, blogging, podcasting, video, webinars, workshops, contests, and the list goes on. With so many options from which to choose, where do you start? I will answer that question with this question, “Where is your target audience?” Do they use social media sites? If so, which ones? Do they read blogs, prefer videos, attend live seminars or webinars, etc.? We'll reserve defining your target audience for another time but if you have not yet done so, I suggest that you pause right here and get very clear on that first. As I shared in a previous article, quality is more important than quantity. You want to make sure that you get the biggest bang for your bucks and to do that, you should not waste your efforts getting in front of the wrong audience.

Only implement one or two marketing initiatives at a time so that you can focus your efforts and obtain great data. Just like corporations, we have big data at our fingertips as well. Ok, maybe not as big, but big enough to help you reach your immediate goals. All of the major social media tools provide insights, your email marketing system should report the number of opens, clicks, bounces, etc., Google analytics can be added to websites, mobile apps and more. Unfortunately, none of this information is worth it if you never look at it. Continually keep your goals in mind and analyze your results. Make adjustments, if a particular effort is not working well, or increase your efforts in an area that is working well. The bottom-line, if you want more business, you must market; and if you're not measuring, you're not marketing.

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*R. Pamela Alexander is a technology strategist, trainer, speaker, author and the Executive Producer of [BizLynks TV Network](#), online platform offering business internet TV shows featuring dynamic programming designed to inform and educate entrepreneurs, small businesses, associations and non-profits. In keeping with her tagline, Linking Technology to Business Growth, Pamela's mission is to help businesses increase their exposure, productivity and sales through the effective use of technology. She also owns the independent publishing company [Bytesize Books, LLC](#) and is the author of *God Is In Your Inbox*.*

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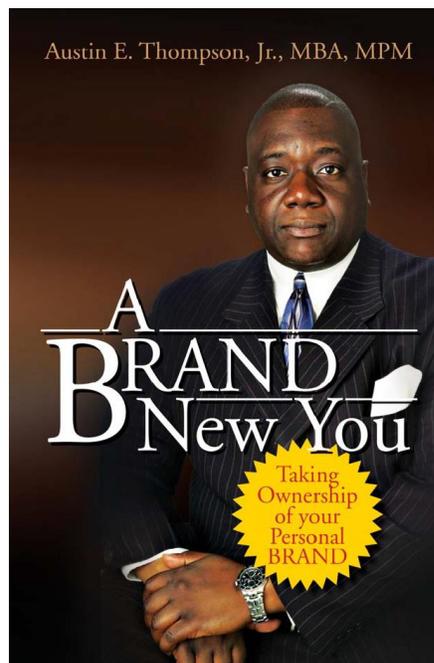
**Thompson Management Consulting, LLC would like to thank BizLynks TV Network for their committed support to our consulting firm and for their support to the Entrepreneurship and Small Business Summit. BizLynks TV Network is responsible for the promotional videos you see advertising the ESBS, and will be a fixture at each ESBS to facilitate their on-site experience to interview speakers and attendees. If you are looking to add videos to your marketing plan and learn more about growing your brand through videos, or appearing on That's My Biz, please contact BizLynks TV Network and embark on a new journey to expose your business and increase your presence.**

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*Have your business advertised in our publication to over 1,500 subscribers. Thompson Management Consulting, LLC promotes small businesses and entrepreneurs, and our subscriber database is growing fast. Be empowered, and invest in your continued success. Visit us at [www.tmconsultingllc.com](http://www.tmconsultingllc.com) and send your comments or questions to [info@tmconsultingllc.com](mailto:info@tmconsultingllc.com)*



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**EDUCATION**

- University Of Illinois College Of Law, J.d., 2001
- University Of Pennsylvania, B.A., Sociology, 1996

**BAR ADMISSIONS**

- Supreme Court of Georgia • U.S. District Court Northern District of Georgia
- U.S. District Court Southern District of Georgia
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Place your ½ page ad here.  
See below on page 11 for  
details.

# Upcoming Business Events



THOMPSON  
MANAGEMENT  
CONSULTING, LLC

PRESENTS  
*It's 5th Annual*  
**Entrepreneurship and  
Small Business Summit**  
(ESBS 2018)

**"Leading With Innovation"**

**Thursday, May 3, 2018**

**7:30AM - 5:00PM**

**The Busbee Center**

Gwinnett Technical College

5150 Sugarloaf Parkway • Lawrenceville, GA 30043

**Exhibitor Registration - \$150.00**

**\$75 deposit in advance due by 02/01/2018  
(First come - First serve)**

**Exhibitor Registration closes on April 6, 2018**

Online Advance Attendee Registration - \$20.00

On-site Attendee Registration - \$25.00

Advertise in Swag Bags - \$10.00

Breakfast Refreshments and Networking

7:30AM - 8:20AM

**NO REGISTRATION COST FOR HEALTHCARE COMPANIES**

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at [www.b2bconference.net](http://www.b2bconference.net)**

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See all event details at [www.b2bconference.net](http://www.b2bconference.net).

For contact information, (404) 587-3949 or  
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# Gwinnett Association of Business Entrepreneurs – GABE

Free Networking & Business Meeting

Vendor Tables \$25.00 – Advertise your business

*The Lona Gallery*

176 W. Crogan Street, Lawrenceville, GA 30046

Remaining for 2017: November 14th, December 5th

6:30pm to 8:00pm

*Refreshments Always Served*

For Information: Call Sylvia or Carolyn at (678) 349-2223

## Entrepreneurship and Business Empowerment Hour

PRESENTS

Mr. Saurel Quettan, President  
Georgia Haitian-American Chamber of Commerce, Inc.



The Georgia Haitian-American Chamber  
of Commerce, Inc.  
Cordially Invites You To  
2017 Business Expo  
Saturday, November 18, 2017  
10:00AM – 7:00PM  
Good Samaritan Church  
711 Davis Road, Lawrenceville, GA 30046

The GAHCCI Business Expo is the first business-to-business and business-to-consumer networking event of its kind for the Haitian Community. It's a Mega Mixer and conference for business owners, entrepreneurs, start-ups and decision-makers. It is the beginning of the fulfillment of the Chamber's "Buy Local, Buy Haitian, Grow your Community" campaign.



To Contact the Organizers:  
[contact@gahcci.org](mailto:contact@gahcci.org) or (404) 442-2685



Live In-Studio Discussion on WATB 1420AM Radio

Listen Online at [www.watb1420.com](http://www.watb1420.com) or [www.tunein.com](http://www.tunein.com)

Saturday, November 11, 2017

4:00 p.m. – 5:00 p.m.

Interviewing Hosts:  
Austin Thompson and Colin Tinto

Show Sponsored by:  
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# 2017 Hispanic Business Summit

*“Spearheading Growth Through Education, Collaboration and Professional Development”*



### Find Resources & tools

Business education, coaching, access to capital tools and information, incorporation, certification, procurement and awards are all included in this event.



### Regional Scope

Representatives from Atlanta, Savannah, Gainesville, Macon, and national participants will be discussing opportunities for growth



### Discuss & Learn from key players

Chambers of commerce, economic development offices, city councils, nonprofits working in the entrepreneurship space, and businesses will be in attendance

## Mark your calendar

November 15, 2017  
Marriott Marquis Downtown  
Atlanta, Georgia

Collaborative  
Partner:



Event facilitated  
by:



**The Georgia Haitian-American Chamber of Commerce, Inc.**

**Cordially Invites You To**

**2017 Business Expo**

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**Good Samaritan Church**

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To Contact the Organizers:

[contact@gahcci.org](mailto:contact@gahcci.org) or (404) 442-2685



For all detailed information on the 2017 Business Expo, [CLICK HERE](#)

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## *About Empowered Business Journal*

The Empowered Business Journal (EBJ) is published by Thompson Management Consulting, LLC as an online publication to provide business related information for small business owners, entrepreneurs, micro enterprises, solopreneurs and business professionals who support small business development. The EBJ is not produced in hard copy format. Articles in the EBJ are written by small business owners, who contribute to the success of each publication by providing insightful and informative articles for the small business community. Moreover, the EBJ 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 EBJ 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 <http://tmconsultingllc.com/newsletter.html>. 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. Thank you.

## *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).

