

BUZZ BRIEF

November 2023

ENTREPRENEURSHIP UNLIMITED

50+

BUSINESS OWNERS

ON THE

PAIN POINTS

OF BUSINESS OWNERSHIP

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



+ *PLUS*

5 tips for
attracting
customers.



EDITOR'S NOTE

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

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

Janine Hogan
MAGAZINE EDITOR



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.

-JKH



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.

JOHN MOTT

PPLSI

Profitability, visibility and credibility.

MICHAEL HOTALING

MOODY WILLIAMS APPRAISAL GROUP

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

DENNIS GUZIK

DENNIS GUZIK LLC

Controlling overhead expenses.

ANI MANJAVIDZE

CROSSCREATORS

Hiring professionals.

PAUL EIDE

WANDERING EYE MARKETING

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

SCOTT PETERS

KNIGHTS ENERGY LENDING

Funding.

CANDY COHN

OASIS SENIOR ADVISORS SOUTH FLORIDA

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

ALMAS SEHIC

MISMO DYNAMICS CONSULTING LLC

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

DENISE LAWRENCE

DENISE B. LAWRENCE & ASSOCIATES, LLC

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

LONNIE MCROREY

FRAMEWORK SCIENCE

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

DAVID TRAYSER

SOLUTION DYNAMICS

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

NINA VENTURELLA

MAJESTIC WELLNESS ACADEMY

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

ERIC WHITMOYER

MY BIZ COACHES

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

PHILIP AYLES

AYLES SOLUTIONS LLC

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

COREY GOTTLIEB

REPLIKA SOFTWARE INC.

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

BABITA SPINELLI

BABITA SPINELLI GROUP

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

JEN DOYLE

MAIDPRO

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

THE PAIN POINTS OF BUSINESS OWNERSHIP

MEGAN KILLION

MKC AGENCY

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

SHELLY O'NEILL

KX FAMILY CARE

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

MARK MACDONALD

BE KNOWN FOR SOMETHING BRANDING AGENCY

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

JEFF SAMPSON

EVERSCORE, INC.

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

KAREN NARDOZZA

MOXXY MARKETING

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

PATRICK VAN METER

MIDWEST NATURAL FIBER

Expanding to a new facility.

TRUST, PROFESSIONALISM, AND PREVENTATIVE MAINTENANCE: THE KEYS TO KEEPING YOUR BUSINESS RUNNING SMOOTHLY

Insights from Master Electrician and President of Essential Electric, Kenneth Vogel.

In this interview, Kenneth Vogel, master electrician and President of Essential Electric, who serves the Northeast Florida area, shares insights into the complex world of the construction industry.

INTERVIEWER: What is the number one thing that most people want when they hire an electrician?

Kenneth Vogel: I don't know how many times we'll go to a job and customers will say, "You guys really listen to what I wanted and the needs that I'm looking for." And so, we're able to provide a better service that way because it's not just our suggestions. It's mainly, who do you trust? Who do you rely on that's going to give you quality service at a fair price? Who has professionalism about them? So, really it's just starting with the trust and the rapport.

INTERVIEWER: What are your core services?

Kenneth Vogel: So, our core services are going to be service work, residential and commercial service work. We do have a maintenance plan that we can offer. And then it is commercial construction so whether it's going to be ground-up or tenant build-outs we offer just a wide variety. So, we are a full-service electrical contractor intrinsically. What's included in our services is going to be the craftsmanship, the mastery of what we do.

INTERVIEWER: What are your most common service requests from business owners?

Kenneth Vogel: I think our most common commercial request is going to be lighting retrofits. So companies are moving away from fluorescent lights, they're moving away from big highway fixtures and they're going to the light fixtures and saving probably two-thirds on their lighting bill. And so we're happy to provide those services.

INTERVIEWER: Is there any advice you would give your clients?

Kenneth Vogel: So a lot of times we think about summer checkups and winter checkups with our AC systems but we always forgo the electrical system, which is the heartbeat of your home or business. Our service will be able to go in once a year doing panel maintenance where we can take thermal scans and readings and really say, look, this is preventative maintenance. We can fix this right now for this amount of money versus this being a huge repair later on down the road. Being able to offer that service really is going to open some doors with preferred scheduling and things like that.

INTERVIEWER: If people are interested in getting in touch with you, how can they get more information?

Kenneth Vogel: If you're curious about our services just reach out. We do consultations. We answer the phone with real live people answering the phone. If you're curious and just want answers and or more information, just give us a call and just reach out and call us: **904-877-1499**.

THE PAIN POINTS OF BUSINESS OWNERSHIP

MONICA CALZOLARI

MONICA CALZOLARI

Building up my customer base of repeat business.

ASHLEY VALENTINE

APEX DENTAL SOLUTIONS

Partnering and leaning on other business owners.

MARKELL BLOUNT

QUANT CAPITAL

Work life balance.

TIM KACHURIAK

NEXTAFTER

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

COLLIN LAWRENCE

OSHIN DIGITAL

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

BRYAN SELZER

LEFTA SYSTEMS

Employees in a remote environment and scaling the business without working 80 hours a week come to mind.



WILL MESSER WATSON COMMERCIAL

What is your biggest pain point when it comes to Business Ownership?
Moving goal posts.

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

Identifying team members with a consistent value system. Encouraging others on the role they play in success. Accountability. Authorship.

What differentiates you from the competition?

1. Listening. Understanding clients' objectives. Identifying what may be unsaid.
2. Earnestness. Advising my clients with confidence and arming them with knowledge.
3. Problem solving. Getting answers where there is ambiguity. Embrace challenges.

Advising clients on their property as if it were mine.

JUDAH PHILLIPS **SQUARK**

Continuing to raise capital to support organic growth.

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

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

RYAN JOHNSTON **INTERPHASE** **ENTERTAINMENT**

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

PHILLIP BOGOLUB **BOGOLUB RECORDS**

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

KI PARK **GEMINI ENGINEERING & SCIENCES**

Employee retention.

THE PAIN POINTS OF BUSINESS OWNERSHIP

KELLY GRAFFIUS **OASIS SENIOR ADVISORS** **ROSWELL**

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

TONY CAICO **AFFINITY FIVE SEARCH** **GROUP**

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

ROBYN PHILACTOS **THE BALANCED BOHO**

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

JEFF MARTIN **GREYSTONE KITCHENS**

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

KELLEY WALL **TALENT LOGIC GROUP**

Keeping ahead of the artificial intelligence curve.

SARA BONDERUD **NUEVA VIDA PELVIC** **FLOOR THERAPY AND** **WOMEN'S HEALTH** **COLLECTIVE**

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

DONALD TIPPLE

NAKOMA DENTAL

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

AMY STEWART

HYDRATE NOW

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

JEFF SEDLITZ

FAMILY TREE FINANCIAL GROUP

Finding the right people who actually want to work.

EDDIE MCCLAIN

TOM JAMES CLOTHIERS

Helping employees to stay motivated all year long.

FITCH KING

MORGAR REALTY, INC

Finding qualified and affordable employees. First finding candidates that are seriously interested in working, then keeping them engaged, focused, and motivated with all of the distractions and demands everyone has. Lots of anxiety and pressure/stress.

MARK HUTTO

CLOSETS BY DESIGN

HR paperwork and policies, Insurance requirements, hiring top notch people.

DALLAS HEMPSTEAD

NORTHWESTERN MUTUAL

For me it is trying to keep pushing myself and business further ahead, fighting the urge to become comfortable at any time. It is easy to do when business is good, but it is also what could make you irrelevant in the future. We need to continue to grow and build, and be innovative in how we reach and create impact for our clients. The more opportunities we create in our uncomfortable space, the more we grow and learn how to be better for our clients.

THE PAIN POINTS OF BUSINESS OWNERSHIP

SCOTT GLAZIER

GLAZIER, GLAZIER & DIETRICH, PA

Managing the business while also being a producer, a marketer, and a mentor to my younger partners.

PAULINE SEVIGNY

GRACE AEROSPACE LLC

Growing the business while continuously trying to mature as a business.

EDDIE MCCLAIN

TOM JAMES CLOTHIERS

Helping employees to stay motivated all year long.

RODNEY MCLAUCHLAN

LEGACY TRUST COMPANY

Hiring the right people so our clients can benefit from their services.

JACQUES GEORGES

NO ORDINARY CONSULTANTS LLC

The entire process of ownership can be pretty intimidating and exhausting. Initially we spend a lot more than we bring in. Resources are not necessarily free even when presented as such. Business funding tend be a lot of empty promises along with a lot hoops to jump through.

GREGG FICERY

INTEGGRA ADVISORY SERVICES

What are your top selling services or products that your company offers?

Integgra's most common type of business valuation provided is the IRS 409A valuation which private companies issuing stock options to employees are required to have completed annually to set their option strike prices independently.

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

Expenses continue to increase while it is difficult to raise fees serving the SMB market that is more fee-sensitive than most.

What differentiates you from the competition?

Integgra's experience valuing nearly 1,000 companies in the SMB market enables us to understand the nuances of early-stage company valuations better than most providers that work with larger companies with traditional financial profiles.



SUZANNE LEMEN

DYNAMIC CORPORATE SOLUTIONS, INC.

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

Business ownership is a roller coaster ride. Buckle your seat belt. Business is always changing and keeping up with where things are heading and building a plan to get there is always a challenge.

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

The biggest challenge that all of us will face is the changing nature of business. As businesses embrace technology, job design and whole industries will change. This will be a significant reboot for many people. Those that aren't open to change will not be in business.

What differentiates you from the competition?

Our deep knowledge both technical and experience wise. We have very experienced people and you can't easily duplicate that. In the human resources world, googling the answer doesn't cut it. There are many, many factors to consider. Not considering all the factors can be very costly and often times fatal.



THE PAIN POINTS OF BUSINESS OWNERSHIP

JOHN DAUGHERTY

ALIAMBANNA, INC DBA
VIRTUAL FISH CAMP AND
VIRTUAL MIND CAMP

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

MARK WEBB

HIGH ENERGY LABS

Funding and having enough time to grow the business.

TSAO LIN MOY

INTEGRATIVE HEALING
ARTS ACUPUNCTURE, P.C.

Attracting qualified customers and scaling without sacrificing quality.

DIANE FAULKNER

FULL CIRCLE PRESS

My biggest pain point is getting people to understand that writing is a business. I have to have a license, business insurance, and all the other accouterments every other business needs.

LADDIE DWYER

A UNIQUE
ENTERTAINMENT, INC

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

JIM GLOBER

GLOBER + GLOBER,
ATTORNEYS

A big pain point for us is the need to acquire and maintain expertise in many different areas, while at the same time providing an excellent product for our clients. As business owners, we must understand financial issues such as budgeting, planning, and cash flow. Also, we have to manage payroll and taxes. And we have to figure out the evolving marketing environment. Plus, we have to leverage a cascade of advances in technology to keep our businesses operating efficiently and cost-effectively. Most important, at the same time, we must provide a valuable service to our clients. While the requirement of acquiring and maintaining competency in a wide variety of areas definitely causes some pain, it also is challenging and rewarding. If we didn't enjoy this type of pain, we wouldn't own the business.

JAMIE MARCHIO

WHITS FROZEN CUSTARD
OF WORLD GOLF VILLAGE

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

GERON COLEMAN

KD INTERACTIVE, INC.
(KDI)

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

ANITRA HARRIS

RUN WITH WINE

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

JOSEPH MALTESE

JOSEPH J. MALTESE
FINANCIAL SERVICES, LLC

Complying with the myriad of ever-changing regulations and creating systems to assure all users are in compliance.

5 TIPS TO ATTRACTING CUSTOMERS

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

Understand Their Pain Points and Offer Solutions

Conduct surveys, engage in social listening, and analyze customer feedback to gain insights into their needs and frustrations. Once you've pinpointed these pain points, tailor your marketing messages and product offerings to highlight how your business provides solutions.

Establish a Strong Online Presence

Establish and maintain a robust online presence. Create a user-friendly and visually appealing website that accurately represents your brand. Optimize your site for search engines (SEO) to increase visibility. Leverage social media platforms to engage with your target audience, share valuable content, and promote your products or services. An active and professional online presence can significantly enhance your visibility and attract potential customers.

Effective Marketing Strategies

Develop and implement effective marketing strategies. Identify your target audience and tailor your marketing efforts to reach them through channels they frequent. Utilize a mix of digital marketing (social media advertising, email marketing, content marketing) and traditional methods (print ads, direct mail) to maximize your reach.

Engaging Content Creation

Create high-quality and engaging content that adds value to your target audience. This could include blog posts, videos, infographics, or other forms of content that showcase your expertise and highlight the benefits of your products or services. Content that educates, entertains, or solves a problem for your audience is more likely to be shared, expanding your reach and attracting new customers.

Build Relationships and Network

Actively engage in networking and relationship-building activities. Attend industry events, join professional organizations, and participate in community activities to connect with potential customers and other businesses. Building strong relationships within your industry can lead to referrals and partnerships that can drive customer acquisition.

HOW TO DIFFERENTIATE FROM THE COMPETITION

Clearly define and communicate your Unique Value Proposition. This is the unique combination of products, services, and attributes that sets your business apart from competitors. Identify what makes your offerings special and why customers should choose your products or services over others. This could be based on quality, innovation, cost-effectiveness, exceptional customer service, or a combination of factors.

Provide outstanding customer service to create a positive and memorable experience. Respond promptly to customer inquiries and concerns, go the extra mile to exceed expectations, and actively seek and act on customer feedback. A reputation for excellent customer service can be a powerful differentiator, fostering customer loyalty and word-of-mouth referrals.

Stay ahead of the competition by fostering a culture of innovation and continuous improvement. Regularly assess your products, services, and processes to identify opportunities for enhancement. Embrace new technologies, stay current with industry trends, and be willing to adapt and evolve.

Develop a strong and authentic brand personality that resonates with your target audience. Share your brand story and values through effective storytelling. This can help create an emotional connection with customers, making your brand more memorable. Consistent branding across all touchpoints, including marketing materials, social media, and customer interactions, reinforces your unique identity.

Identify and cater to a specific niche market. Instead of trying to appeal to everyone, focus on a particular segment of the market that aligns with your strengths and expertise. By tailoring your products or services to the specific needs and preferences of a niche audience, you can create a more specialized and personalized offering that competitors may not be able to replicate.

Remember, differentiation is an ongoing process, and businesses should regularly reassess their strategies to ensure they remain relevant and competitive in the ever-changing marketplace.



BUZZ BRIEF

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