

BUZZ BRIEF

August

ENTREPRENEURSHIP
UNLIMITED

50+

BUSINESS OWNERS

*Unveil the hidden challenges of
owning a business.*

PAIN POINTS OF BUSINESS OWNERSHIP

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



PLUS

5 Tips for
entrepreneurial
success

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



SHERRIE CLARK

STOREHOUSE MEDIA GROUP

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JACK SEARS

BOYSCOUTS OF AMERICA

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.



WENDY NORFLEET

CEO, NORFLEET INTEGRATED SOLUTIONS

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

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BEN GLYNN

THE GLYNN TEAM

The Glynn Team is a team of dedicated real estate professionals specializing in residential real estate and relocation in Northeast Florida.

www.theglynnteam.com

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

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THE PAIN POINTS OF BUSINESS OWNERSHIP

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

CHINCIA KENNER

INTELLIGENT DIVA MUSIC TALENTS ASCEND

We are small independent music label which operates on a global scale. Our competitors are much larger, and they have larger funding. Our funding is smaller, so we are work harder to utilize larger corporate strategies by trying to maintain doing more with less funding without risking the quality of our work. We have to make sure that we don't go over the budget to ensure we have funding for every project launch.

SHANE BORZA

SHANE BORZA COACHING LLC

Broadcasting my live courses.

ROBYN GRABLE

TALENTS ASCEND

Changing the status quo. Breaking into a saturated market without millions to spend on advertising and marketing. Knowing that you have a great service that can change so many lives but revenue isn't coming in and we struggle to keep the lights on. The extreme highs and lows which can take a mental toll and you want to give up but then you would be letting so many people down, including friends, family and staff. Having all the weight of the world on your shoulders while wearing so many hats.

LUIS MELGAREJO

TEPEYOLOT CERVECERÍA

How to market!

CRAIG BEACH

OPEN MIND HEALTH

Raising capital to invest in demand generation and operational infrastructure in order to grow the business.

RAOUL ELOLA

MYSON ELOLA HOLDING CORP.

The biggest pain point when it comes to Business Ownership will be to waste money on unnecessary products and services that won't benefit the business in the short and/or long run. Every penny or service should be used or done judiciously.

COLLIN LAWRENCE

OSHIN DIGITAL

The biggest pain point for me is the immense time commitment required to build trust before sales.



ALAN PICKERT

LAW FIRM OF TERRELL HOGAN YEGELWEL

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CHRIS HUNDLEY

BRIGHTWAY INSURANCE, THE HOLLIS HUNDLEY AGENCY

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THE PAIN POINTS OF BUSINESS OWNERSHIPS

AVIEL EIDELS

STOIC MEDIA

Contraction of the publishing business due to Facebook and Google decisions

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.

KRYSTAL PARKER

U.S. CHRISTIAN CHAMBER OF COMMERCE

Managing growth while staying balanced as an organization.

AMY STEWART

HYDRATE NOW

One of the biggest pain points of owning a business is the constant pressure and responsibility that comes with it.

JENNIFER FARMER

ANCIENT CITY PRESS

In my opinion, marketing is the most difficult part of owning a business. It is very time-consuming and requires you to really put yourself out there.

Sometimes that can feel uncomfortable but it is a very necessary aspect of owning and growing a successful business.

BEN HOPF

ATTICUS

Atticus is in the process of tripling growth, team size and our product offerings. Doing so while scaling our founding team's tight culture of fast innovation, well-supported staff, & putting customers first will require intentional focus.

PHILIP AYLES

AYLES SOLUTIONS LLC

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

JADE SCANLON

OTTER MAGE DESIGNS

The need to hire help. Right now, the finances simply do not support adding a social media expert or a financial advisor, despite truly needing both roles filled. My goal is to get better at both through my education at the University of Florida so that I can better leverage my strengths now so that I can afford to hire people to help me advertise now that I have the expertise to know if I'm getting my money's worth out of my hires.

MARY MCGORRAY

MCGORRAY MEDICAL COMMUNICATION

Keeping work coming in.

KIRK RUOFF

TURNING POINT

Managing the business through the recession.

KEVIN MCCARTHY

ON-PURPOSE PARTNERS

I wear too many hats as the business owner and bounce from project to project moving each forward until I hit a roadblock. Sometimes I have the time and resources to address the matter and work through it. More likely, I need to get back to another project that now needs my attention. Yes, I have virtual team members who I can delegate certain aspects of my work to be done, and I do. However, my constant stream of creative ideas within my narrow field continually captivate my attention which minimizes my ability to scale operationally.

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MARKETING CHALLENGES

JEANNIE SMITH

ODYSSEY TRAVEL

Finding the right format that targets luxury and mid range clients.

BRANDEN COBB

MARKETINGEXEC.US

Multi-touchpoint attribution, though I have a research project starting to solve that for the industry.

BRAD BORTONE

MISSION.ORG

Convincing leadership that content marketing is a "long game" and that quick SEO wins are no replacement for a well-planned, comprehensive content development strategy.

DASHA TYSHLEK

STRATCRAFT, INC

Getting great podcast and news coverage, generating ongoing content for my company's insights blog.

ARTHUR CULBERT

COMPASSIONATE SAINT AUGUSTINE

We have our ten year anniversary gala we are hosting in September. Getting the word out about or organization and this event in general are the biggest challenges. We want more people involved!

JACKIE GRZEBIN

WEST COMES EAST INC DBA FLAME BROILER

Bringing back our LTO specials such as Korean Short Ribs, Spicy Chicken bowl and Chicken Wings!

BRIAN WAY

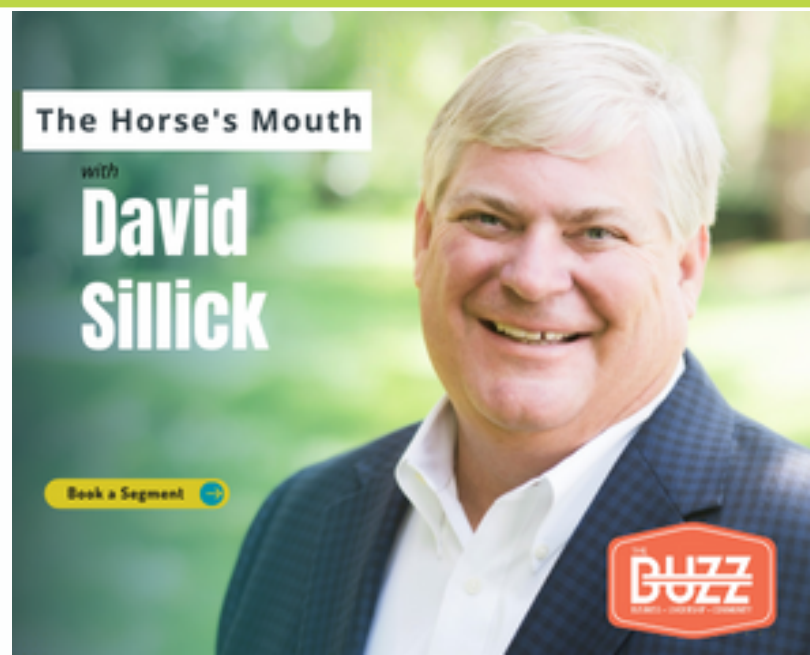
PUZZLE WAREHOUSE

Responding to the ever increasing costs of PPC marketing and efforts by the major players to make things more and more opaque.

IVANI GREPPI

IVANI GREPPI

Marketing my book, Cast Out: Chronicles of a Familiar Spirit, has been incredibly frustrating. One major obstacle I face is the extensive time required for social media promotion. Additionally, my social media platform is limited, and I personally find self-promotion uncomfortable. Standing out among millions of self-published books each year is quite a challenge. Finding the right balance between visibility and not becoming a nuisance to my followers is a battle. This is especially true for my Christian historical fiction book, which caters to a niche audience.





Cadie Fletcher

MOXI MARKETING

If you had one message to get across to future customers, what would it be?

Moxi is a marketing agency that you will actually enjoy working with. As a business owner, you have enough on your plate. Let us handle getting you new customers and increasing your sales.

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

Managing high volume months of onboarding while taking care of existing clients.

Jeff Sheehan

CX JS CONSULTING

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

Building my brand awareness and landing new client engagements.

What differentiates you from the competition?

I focus on operationalizing customer experience management programs so they deliver business and customer impact in revenue, time savings, and customer delight.



WHAT WOULD YOU TELL YOUR FUTURE CUSTOMERS?

RYAN RAYMOND

ROBERT SLACK LLC

We are some of the most highly trained real estate professionals working in the field today.

AMY PLOSS-SAMSON

SHOP TEMPORIUM

Shopping small and shopping local gives back to the entire community. We hope that you will come by and see all that our vendors have to offer.

REBECCA EVANKO

WILDERWOOD

Knowledge may be power, but action is change.

BOONMEE PAKVISET MCELROY

ABOVE & BEYOND COACHING LLC

You are are matters and your story make a difference in the world.

DEREK SAWYER

ALL22

What are common problems you see?

Lack of process, resources and technology. Global sports teams have a hard time growing because of the large overhead costs associated with front offices, payroll, scouting, team management, etc.

How do you market yourself to grow/expand your business?

We most heavily rely on word of mouth. In our industry, reputation plays a huge effect so we prefer to grow slow and steady rather than overextend.

MEGAN BOURDAGES

AMB INTERNATIONAL LLC

In sales, time is of the essence. The faster you partner with us, the faster you'll hit your revenue targets. Speed up your growth!

PHILLIP BURT

BRASOUTHERN STATES TOYOTALIFTD THE BUILDER LLC

We are the "one hand to shake." Your single source partner who solves material handling problems giving you peace of mind so you can get back to running your business.

SHERELINE REDDEN

THE PRESERVATION FIRM L.L.C.

Give Light and People will find the way!

MASHONNA HUGHES

RESTHERATION DESIGN

restHERation design is combating the stereotypes of interior design, while serving and meeting people where they are to transform your vision into a personalized reality, crafting captivating spaces that authentically reflect your unique personality and style!

BILL GARRISON

BEANDEANO L.L.C.

United we stand, divide we fall. By becoming independent and working together we are securing a place to live that will be full of prosperity and peace of mind.

PAUL ASKEW

PPMG

Everything is for everybody. Just try.



WHAT TO CONSIDER WHEN BUYING YOUR NEXT HOME

Ben Glynn, Co-Owner of The Glynn Team, Northeast Florida's premier real estate expert and relocation specialist, shares valuable insights to help you navigate and elevate your real estate buying journey.

Finding your dream home involves more than just a physical space – it's about envisioning your future, embracing your lifestyle, and making a smart investment. As you embark on the home-buying journey, it's critical that you find a knowledgeable realtor who not only empathizes with your unique needs but who can also shed light on the often-overlooked aspects of home-buying that can truly transform your experience.

1. Location's Hidden Gems

Beyond the vibrant facade, have you thought about how your chosen location could evolve over time? It's important that your realtor keeps a finger on the pulse of the market, helping you uncover hidden gems within neighborhoods, explore upcoming developments, and ensure that your chosen location aligns with your lifestyle aspirations.

2. Financial Considerations

A home's price tag is just the beginning. Exposing potential hidden costs – from maintenance fees to utility bills – upfront can help ensure that your budget remains steady after the keys are handed over.

3. Community Compatibility

What makes a house a home goes beyond its four walls. The community it's nestled within can have a profound impact on the quality of your life. Having an understanding of the dynamics of neighborhoods, including local schools, entertainment options, and community engagement, will help you settle into a community lifestyle that resonates with you and your family.

4. Investment for the Future

Life is full of surprises, and your next home might serve as an investment down the road. Asking your realtor to share their insights on market trends, resale potential, and the financial viability of your home purchase is a conversation worth having to ensure you're making a wise investment.

5. CDD and HOA

CDDs (Community Development Districts) and HOAs (Homeowners' Associations) can significantly impact the home-buying process and the overall homeownership experience. They introduce various aspects that potential homebuyers should carefully consider before making a decision, including financial obligations, long-term commitment, and amenities and services offered.

NAVIGATING THE PATH TO SENIOR LIVING: YOUR GUIDE TO FINDING THE RIGHT SUPPORT

With David Stieglitz, President of Oasis Senior Advisors

6. Zoning and Regulations

Zoning can impact your surroundings. Knowing about potential zoning changes that could impact your investment may save you frustration and headaches.

7. School Ratings and Environment

Even if you're not a parent, school districts matter. School district quality and its effects on property values is an important factor to consider in your home-buying decision.

8. Daily Commute

The morning commute can make or break your day. Have your realtor provide you with a realistic analysis of commute times, transportation alternatives, and traffic patterns, ensuring your chosen home seamlessly fits into your daily routine.

9. Tomorrow's Landscape

Future infrastructure changes can redefine your living environment. Planned developments, road expansions, and public transportation enhancements could shape your home's surroundings.

Conclusion

As your journey to find the perfect home unfolds, remember that your realtor is your compass, guiding you through uncharted territories with confidence. Their commitment to your success goes beyond the transaction – it's about empowering you to make decisions that align with your dreams and aspirations. From the smallest details to the grandest visions, their job goes beyond schedules, showings, and contracts. Your next home isn't just a place; it's an opportunity, a chapter, and a foundation for your future.



THE GLYNN TEAM BEN GLYNN - OWNER, REALTOR

The Glynn Team, seasoned real estate experts specializing in Northern St Johns County, FL, offers exceptional market insights and premium service, catering to all aspects of your move. Founded by former boutique brokerage owners, Ben and Tracy Glynn, the team excels in empathetic listening and effective negotiation, driven by their own cross-country and global moving experiences. They prioritize current market knowledge and trends, active community involvement, and passionately support local charities like Hunger Fight. Consistently ranking in the top 5% of Northeast Florida realtors, the team is certified in relocations, listings, and Luxury Collection representation, evidenced by their 75% referral and repeat business rate. Balancing professionalism with a touch of enjoyment, The Glynn Team ensures a smooth and delightful moving process, making them your preferred Northeast Florida realtors.

For more information, **contact Ben Glynn: 904-310-8776.**

5 TIPS FOR ENTREPRENEURIAL SUCCESS

Embarking on the entrepreneurial journey requires a combination of key strategies for long-term success.

- 1 Find your passion:** Pursue a business idea or venture that aligns with your passions and interests to stay motivated and dedicated.
- 2 Embrace calculated risks:** Be willing to take calculated risks and step out of your comfort zone to seize opportunities for growth and innovation.
- 3 Build a strong network:** Surround yourself with a supportive network of mentors, advisors, and like-minded individuals who can provide guidance, insights, and valuable connections.
- 4 Stay adaptable:** Be flexible and adaptable in response to market changes, customer feedback, and emerging trends, allowing you to pivot and evolve your business strategy as needed.
- 5 Continuously learn and grow:** Invest in ongoing learning, acquire new skills, and stay updated on industry trends to enhance your expertise and stay ahead of the competition.



WILDERWOOD



THE PAIN POINTS OF BUSINESS OWNERSHIP

JULIANNE RIZZO

OASIS SENIOR ADVISOR OF SOUTHWEST CHICAGO

I think my biggest pain point is life work balance. I am spread so thin with Marketing, client management, and business activity (like balancing the books), that I don't do things for myself. When you are self-employed I always feel I am not doing enough work activity, so I constantly eliminate exercise and eat in my car to save time. None of which is healthy. I have come to the realization that I cannot do everything myself and need help.

JOY LOVERDE

THE COMPLETE ELDERCARE PLANNER

Technology evolves at lightning speed. I feel as though I am behind technology-wise, even though I know that I am not.

LORI VANN

VANN & ASSOC.

Whether the business succeeds or fails, it is on your shoulders. As the founder, you bear the responsibility of successes & failures because it is your name on the door. There's also challenges of finding qualified individuals who are going to even 50% feel the investment that you do in your business & demonstrate that level of work ethic. Oftentimes, the owner is the idea generator, and sometimes the ideas come quicker than the time, money, or manpower to implement them.

LISA BOWMAN

INTERVIEW

When building a new to market business as an owner, you wear every hat and are flying the plan while attaching the wings.

MICAH HUNT

CONNECT AGING CONSULTING

The biggest pain point is doing all that needs to be done by yourself. It is just you, your faith, and the support of mentors. But it's your passion and desire to operate the business yourself. However, to get through the pain points is having a solid foundation in my Faith in God to guide my path and keeping me humble and not afraid to ask for guidance from others. I pray often and the work that I am receiving is from His guidance and my Faith that He will provide!

CASSANDRA SHUCK

ALIGNED SOCIAL

As a business owner, it can be tricky to prioritize your to-do list when everything seems to be a priority. Primary concerns look different to each system within the business and pressing needs come from a multitude of perspectives. In my position at the peak of the leadership team, it's my responsibility to balance company priorities without making anything else feel less important.



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



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with
Sherrie Clark
Best-selling and award-winning author, ghostwriter, author coach, editor, publisher, and marketer

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The Guest List

Tony Boselli
Mark Brunell
Dave Caldwell
Tom Coughlin
Kevin Hardy
Sam Kouvaris
Jeff Lageman
Mark Lamping
Todd Roobin of Film & TV
Melissa Ross
Current & Former Jaguars
NFL & College Stars
Jacksonville Political Figures
Business Owners
Members of the News Media
Musicians & Actors
Bodyguards
Nonprofit Leaders
Commission Members of the
Jumbo Shrimp Baseball Team
The ABA Jacksonville Giants
Jacksonville Icemen Members
Boxers
Fighters from MMA
Many More

Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

THE HORSE'S MOUTH

With Tom McManus

SERIES ON 



OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





BUZZ BRIEF

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