



SMALL BUSINESS

thrive guide

Heather* Ozee
* DESIGNS *



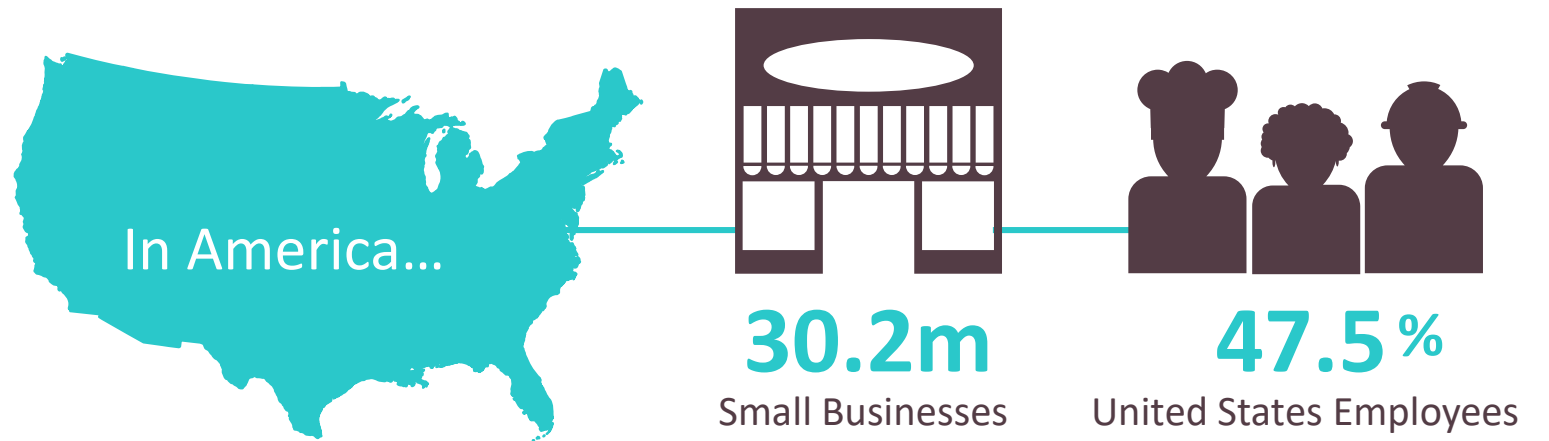
*Many a small thing has been made large
by the right kind of advertising.*
~ Mark Twain



Small business is the heart of America

Small businesses in America feed their communities. This guide is meant to encourage and give helpful ideas, tips, and tools to help our hometowns flourish starting on Main Street.

Small Business Impact





BRAND
value

consumers buy lifestyle and relationship

Does your brand reach out to your target audience?

Your brand is the centerpiece of your marketing. A thriving business needs a clear and consistent brand that appeals to their target audience. When customers are able to recognize your marketing materials and social media images due to a strong brand, there's a confidence and trust that's built. That brand should be refreshed yearly to be sure that it is growing with your customers changing needs.





COMMUNITY support

networking

together

Networking with local businesses can bring about both a sense of community as well as create a brain trust to help one another grow and problem solve for their small business.

Creating a group that meets monthly to discuss challenges and share in wisdom and even barter skills is very valuable, especially to small business owners who wear many hats running their business. A great partner in this can be your city's community development department.





WISE
counsel

OUTSIDE THE BOX THINKING dan miller

I can't think of a more instrumental person in getting me to where I am now in my career than Dan Miller. His passionate belief that we can all live a prosperous life and do it by doing what we love has been a well planted seed in my heart since the first time I listened to his podcast about 12 years ago.

Dan's podcasts answer questions from listeners who are struggling with where they are in life or their careers, or both. He opens his heart and wealth of business experience to make suggestions and give encouragement, while still being stern when needed. After all, at a certain point you have to let go of what's been done to you and take on your future! He is a firm believer in multiple streams of income and is honest with his listeners about the new American work scene. He also has a great library of books he's written all of which are both encouraging and great for leading you step by step to making a living doing what you love! Even better, Dan believes you can make that happen in 48 days.

Check out Dan and be sure to listen to his amazing podcast to begin your journey to a better life doing what you love! 48days.com



MONEY MATTERS dave ramsey

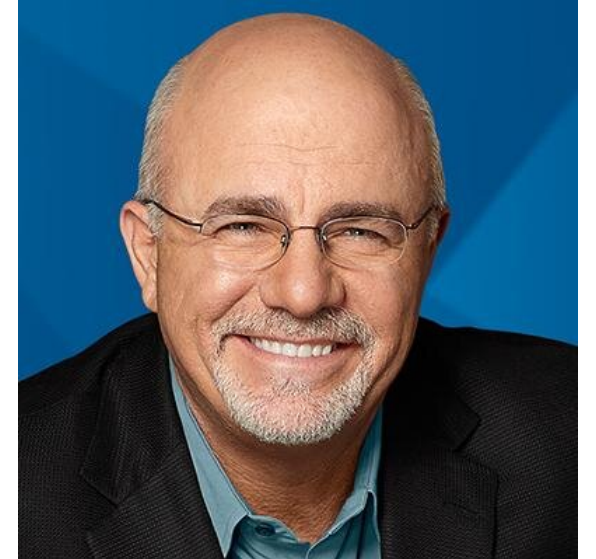
Simply put, when you are desperate financially it's difficult to make good decisions. You have no margin of income to help others or for emergencies. This week position also usually effects relationships, most of the time in a very bad way.

Dave Ramsey changed my life and my relationship with my husband. His common sense wisdom with some very counter couture guidelines can take anyone from a position of weakness to a position of strength. Even better, when you're not squeezed and stressed over money, you can be generous and help others!

I love anything that gives clear step by step instruction on how to do life better, and Dave's book Total Money Makeover does just that.

Like Dan Miller, Dave has an excellent podcast that shares wisdom and his heart on the financial struggles so many Americans are experiencing.

Check out Dave's podcast here and hit the library for that book, my husband and I get along so well now. daveramsey.com And thanks to Dave, we paid off 24,000 in 9 months on an artist and a cops salaries with two kids in day care(\$800 a month!).



MARKETING & BUSINESS MODEL seth godin

It's not your imagination, the business world is changing rapidly. What once was a secure job is no longer, what once was an expensive set of 24 books is now free online with even more information than Britannica ever dreamed of sharing. Seth Godin has a unique perspective on these issues and how to make your self indispensable even in a day of outsourced jobs and vacant city streets that once teemed with factory workers.

My current favorite book is Linchpin, by Seth. Seth also has a free podcast and great information available here sethgodin.com



INSPIRATION tony robbins

He's loud and the music is pumping, it's not a concert, it's Tony! Tony knows how to break us out of our comfort zone and into beast mode! You know, go take on the world, conquer your mountain, make a sale, or even the guy or girl you've always liked but never approached... whatever your mountain is. Tony breaks down the very basic things that we just don't think of that are standing between us and success, be it in our work life or personal life.

His site has blog posts to read through videos of Tony sharing some wisdom, books and of course things you can sign up for that do require a little financial investment. Check out what Tony has to offer here tonyrobbins.com



SPIRIT joyce meyer

We all have baggage. We've all got regrets, past hurts and relationship wounds that haunt us or our life in some way. I'm a firm believer that you aren't going to get far, or even be satisfied no matter how successful you are until you've gotten your heart straight with God. Joyce is one of those teachers that keeps it real, speaks to us where we are in all our muck and glory. She shares her pain and her joy with everyone who reads her books or listens to her sermons.

You just aren't going to get very far if your focus is constantly drawn back to the past. When your heart and head are clear and whole, you can do anything! Check out Joyce's site here for devotionals and much more joycemeyer.org





MARKETING APP guide

smart social media marketing

for the startup

Smart Social Media Marketing for the startup

Small businesses have enough challenges, looking professional on social media shouldn't be one of them. The potential clients that can be reached for free or very cheap are huge. A good ad, and a few friends who share it can equal sales and new long term relationships and even more shares.

I've put together a list of my favorite sites and apps that have a lot of bang for NO BUCKS at all! Music to the ears of any small business. Remember, today is a new day in the business world. You don't have to have immense capital. You can truly advertise your business on a shoestring budget.





Canva is a fantastic photo editing ap that has a great selection of paired fonts. With a snap of your camera, a quote or blurb about your service or product and you've got a social media ad! There is a paid version, but the ap comes with so many great layouts for free that I think this paired with unsplash gives even a non designer a great edge over their competitors.



UNSPLASH

This is my favorite new tool for image sourcing and keep my budget right side up! Unsplash is just amazing. Did I mention that it's all FREE? That's right... FREE for commercial use and HIGH RESOLUTION! IT's the holy grail of Stock Photography sites! And we're talking really beautiful photography that has more of an up to date look than most of the pricey stock image sites we all are used to using. I just can't say enough about these guys, so go check them out!



Ripl is a great ap for getting your business to stand out on social media! You can easily create videos, reach more people and GROW. Ripl has customizable templates for free or an even more fabulous version for a monthly fee. For a start up, the free version is just fine.



Creative Market is a tad bit more of a site used by designers than novices, BUT they have some amazing freebies each week. Also, fonts are oh so important to a good looking design. Lately my go to resource for fonts has been creativemarket.com. This is a beautifully curated site that honestly has mind blowing photos, stock art and fonts, but for me they are my go to font house. I know when I'm dealing with Creative Market that I'll be getting top quality fonts. I also find I'm really inspired by all that I see featured on the site.



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Need a professional's touch to your business image for things like logo design and custom ads for print? When those items pop up, contact me! I offer competitive rates and reliable turn around. Most of my clients projects come in under budget. Email me to set up a free design consultation by phone.

SERVICES: Branding, Ad Campaigns, Custom Illustrations, Editorial Layouts, PowerPoint Presentations, Event Graphics, Info Graphics, and more.

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