

# EMPOWERED BUSINESS JOURNAL

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

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## Thompson Management Consulting Strengthens Its Brand Around Social Entrepreneurship

*Austin E. Thompson, Jr.*

Entrepreneurs live life on edge, unapologetically, working long hours pushing their brands to meet and exceed projected goals set in their business plans. Many start businesses with a product or service which the market already demands, and others see opportunities to introduce products and services based on what they foresee will be a demand from potential and emerging markets. Entrepreneurs see a need and fill it with a product or service which adds value to the lives of those who become loyal customers to those products and services. The entrepreneurial endeavor creates an opportunity for both business owner and consumer, and those who capitalize on the competitive advantage to provide services and products which stand above the competition, hence build a compelling marketing case to say to the market “why you should choose us over our competitors”, shall realize exponential profit growth resulting from expanding market share. In this case it is purely about selling a product or a service to generate revenue, grow the company, and add value to the shareholders. For example, a company like Microsoft in fiscal year 2017 reported non-GAAP revenue of \$96.7 billion. This is revenue which was generated from the sale of Microsoft products, whether Business-to-Business (B2B), Business-to-Government (B2G), or Business-to-Consumer (B2C) solely for the purpose of generating profit.

In another case, we have what has been termed social entrepreneurship, a kind of business model which creates a service or product that benefits a community or consumers for the sake of enhancing the environment in which those consumers or end users reside, while solving social issues. For instance, Jordan Kassalow of VisionSpring, who created special frames for reading glasses sold in drug stores, which are sold at deeply discounted prices around the world. These discounted eye glasses help the visually impaired, who are unable to afford expensive models, to purchase decent pairs at prices they can afford. Kassalow not only develops a product for a specific target market, but his product helps to solve a social issue by setting an affordable price point for specialty frames that people who are visually impaired can afford. Another example are companies which provide access to

*Continued on Page 2*

credit for entrepreneurs who are not viable candidates for bank loans, however, they have a product which the consumer market needs. Entrepreneurs with less than desirable credit can secure loans from a minimum amount of \$500 up to a maximum of \$500,000 from various alternative lending sources who have set their criteria to help business owners to whom banks will not lend money. These alternative lending sources are providing a service to help businesses secure funding, so they have working capital to purchase inventory, pay employees, pay overhead costs, and keep their businesses operating. Companies like Rosemont Capital Solutions and NOWAccount are prime examples of companies which operate to help businesses secure capital to either maintain operations, or have the capital necessary to achieve their start-up goals. When entrepreneurs establish businesses, or keep their business afloat, their employees use disposable income to spend with other businesses. This helps to keep the economic engine moving. With less disposable income circulating in the open market, businesses can't deplete their inventory with healthy sales, which leads to revenue losses, and ultimately, business closure. Small businesses, especially micro enterprises and solo entrepreneurs can't afford to absorb those losses.

Social entrepreneurs understand the need to help resolve social issues through entrepreneurship. In developing and third-world countries, many entrepreneurs are investing in projects which help poor communities overcome adverse circumstances. Such as well water borehole projects for clean drinking water for consumption or cooking, agricultural and irrigation projects for farming, local clinics which are set up in remote areas to help treat residents who can't get to a hospital, or those who may not have the money needed to be treated at a hospital, and many other examples.

Thompson Management Consulting, LLC has written business plans and provided research for marketing plans, feasibility studies, strategic plans, and provided financial analysis as part of its service offering. We write various customized plans for businesses, to include all key components of the plans, conduct the time consuming and much needed industry research, and provide the quantitative analysis. However, we have taken an additional approach in what we offer as a company. To adopt more of a social enterprising identity, we are focusing holistically on

consulting and coaching business owners, in addition to our core business offering, which includes research and writing plans. We now offer management consulting, helping businesses to solve problems and growing organically to achieve success. For example, we are in the fifth year of planning and organizing an annual small business summit. With this event, we help small business owners gain access to a plethora of resources, which they might not have received on their own. Resources and information leveraged include, but not limited to growing profits, social media marketing, cash flow management, start-up fundamentals and business planning, digital marketing, developing as leaders in the community, growing a successful non-profit business, developing strategic plans, various options for securing business capital, understanding the legal aspects of running a business, and much more. We provide a day long event for business owners and entrepreneurs who participate in classroom style workshops and panel discussions to get critical and value-added information from Metro Atlanta area consultants, and those who travel to Atlanta to facilitate workshops. Our social entrepreneurial approach allows us to capitalize on an abundance of talented individuals, who not only serve as speakers for our annual business summit, but form a valuable roster of consultants with whom we partner on various projects to help business owners grow successfully.

We are strengthening our brand as a social enterprise, working with business owners as a consultant, coach, researcher, and plan writer. Last year, we expanded our brand presence in Johannesburg, South Africa where we currently have an exchange in dialogue and best practices with several micro entities, and this year we are expanding our presence in Turkey with a planned trip to Istanbul in April 15-22, and with possible plans later in the year for travel to Sierra Leone and Cote d' Ivoire (Ivory Coast). We currently serve on an advising committee with the University of Guyana for the planning and organizing of its inaugural Business Conference for the School of Entrepreneurship and Business Innovation (SEBI) scheduled for May 20-22, and advising with the African Business Roundtable and Ministry of Small Business of Guyana for a business and economic conference later in fall 2018.

Our goal in 2018 includes a more aggressive (no holds barred/take the risk) approach in our global expansion, as well as focusing more on being socially enterprising. We currently have three projects underway, a business plan for a car rental start-up in Cleveland (Ohio), a business plan for a transportation bus service company in Atlanta, and finishing a 5-year strategic plan for an Atlanta law firm with plans for growth, both in

profits and legal staff. In all three examples, we are writing, researching, and advising on what it takes to grow successfully. We operate much like a personal trainer, with the goal of seeing the organization through to achieving positive results. It's not only a win for Thompson Management Consulting, LLC, but a win for the small business ecosystem and our economy when our clients thrive and attain success. There are more projects in the pipeline for which we are in discussion with potential clients, and we continue to work on the 5<sup>th</sup> Annual Entrepreneurship and Small Business Summit (ESBS 2018), which is scheduled for Thursday, May 3, 2018. We want to help you succeed, and we want to work with your company. We are highly committed to maintaining an ethical organization, with a focus on delivering positive results, and growing our knowledge base to better serve our clients. Whether you are in the Metro Atlanta area, in Georgia, in the United States, or abroad, we want to be the company you choose to help you achieve the success you plan for your business. Our value proposition includes putting our clients first, leveraging the best databases for our research to help you make key strategic decisions, and we have access to the best talent available to help you succeed. We are one of the leading small business consulting firms in Atlanta, with the expertise of what it takes to, not only drive success, but to capitalize on existing talent and resources to be a social entrepreneurial leader. We don't just drive success, we own it.

## **CALL FOR VENDORS**

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ESBS 2018**

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**Get recognized**

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

## **Are You Winning Consistently**

*Austin E. Thompson, Jr.*

Are you winning, and if so, are you winning consistently? What is it about those who win at everything they do, and do it consistently? Let's look at sports programs like the New England Patriots football team of the NFL and the Alabama Crimson Tide football team of the NCAA. These two teams have one thing in common; they keep winning, and winning consistently. In the past twelve months, both teams were down in points heading into the closing moments of the game, and came from behind their respective opponents to win their respective championships. What drove each team to remain motivated? What drove each team to divert any thoughts of defeat to dig deep and continue focusing on getting past their opponent in points to win the championship. In the 2017 Super Bowl, the Patriots were behind 28-3 at the end of the third quarter. Their defense held the Falcons to no points gained, while their offense orchestrated one of the most historic comebacks in Super Bowl history to win the game. The Crimson Tide were down 20-3 at half time, but when the team took to the field for the second half of the game, they were determined to set a different tone than what they did in the first half of the game. Both teams proved that no matter how far behind on the path to victory you may be, if you stay focused on your objective, remain determined to achieve those objectives, push past the pain and opposing forces, keep the end goal in sight, work hard, and have a game plan which places you on a path to success, victory will be your reward.

How do you wake up in the morning and face the world, knowing that existing challenges will impede your forward progress, or could possibly derail you? Oftentimes, many of us are behind in the game, and the daunting task of coming from behind overwhelm us in a way that we succumb to immense pressure and lose the game. What if the Alabama team would have surrendered to the power plays of the Georgia Bulldogs? They may have laid down and allowed Georgia to take the victory. What if the Patriots would have laid down from the thought and pressure of such a vast disparity in points as the third quarter closed? There may have been a different outcome in the game.

As a business owner, your opposing factor could be capital, vision, lack of a plan, no clear set goals, little

enthusiasm, etc. Any of these, and more, could be attributors to a lack of zeal when you need to increase momentum to overcome obstacles to achieve victory. Setbacks are part of running a business, and there will be days and moments when you are slapped with a cold reality of being an entrepreneur. It is at this moment, during this test, that you make an important decision to either lay down and allow your challenge to claim victory, or take on the challenge and fight through the pain. It is not easy, and I can honestly admit I am faced with reality checks from time-to-time. There are moments on my own path when I think why am I doing this. The burden to bear is evident, but the desire to win is even greater. So, I push forward and through the pain. I can relate to the Crimson Tide and the Patriots. My high school football team came from a 12-0 deficit at half time to win our championship 14-12. It was during halftime that all the messages and encouragement from our coaches, and from fellow players, that we decided not to lay down and give up. We pushed forward through the pain and pressure to come from behind to seize our victory. A week later, we went on to claim a Bowl victory against a very tough Catholic high school team. I often use my football experiences to drive me forward in my life experiences. For many of us who played sports, we can agree the experiences teach us how to push through the pain and be determined to win.

In business, we can leverage past experiences, and it does not have to be from sports. There are many instances in our personal lives when we had to endure adverse challenges, and out of these experiences, we thrived and grew formidable, and more determined to succeed. Business activity is cyclical. There will be ups, downs, and stagnation. There will be triumphs and disappointments. However, how you approach dealing with a situation when things are not in your favor, will determine your success. These are the moments which defines you as an entrepreneur or a wannabe, and if you endeavor to be a successful business owner, pushing through the pain to win consistently will deliver the results you desire.

**Advertise with the Empowered Business Journal and increase your visibility. See details and prices on Pages 11-12, with various advertising plans. Subscribe monthly, quarterly, or annually. Be EMPOWERED!**

## The Georgia Haitian-American Chamber of Commerce, Inc. (GAHCCI) First Annual Business Conference a Success

*Contributed by Saurel Quettan  
President, GAHCCI*



A conference attendee inquiring about a product during the First Annual Business Expo, which had over 100 attendees and 40 exhibitors, and at which, Thompson Management Consulting, LLC was privileged to play a significant role as workshop facilitator and exhibitor.

The Georgia Haitian-American Chamber of Commerce, Inc. (GAHCCI) hosted its first annual Business Expo on November 18, 2017 at Good Samaritan Haitian Alliance Church in Lawrenceville, GA. The Expo was and shall continue to be a FREE business-to-business and business-to-consumer networking event for the Small Business Community. It is a Mega Mixer and conference for business owners, entrepreneurs, start-ups and decision-makers from around the world. It is the beginning of the fulfillment of the Chamber's vision to be the catalyst for:

- Consumers connected to local businesses, and
- Small businesses doing business with each other, forming micro supply chains, and teaming up to buy from and serve new and larger corporate vendors/clients.

Over 40 vendors and 100 conference goers enjoyed:

- Free Business Legal Advice
- Free Business Workshops
- Free Marketing
- Learning from Business Millionaires
- Free Networking
- Meeting Lots of New Clients

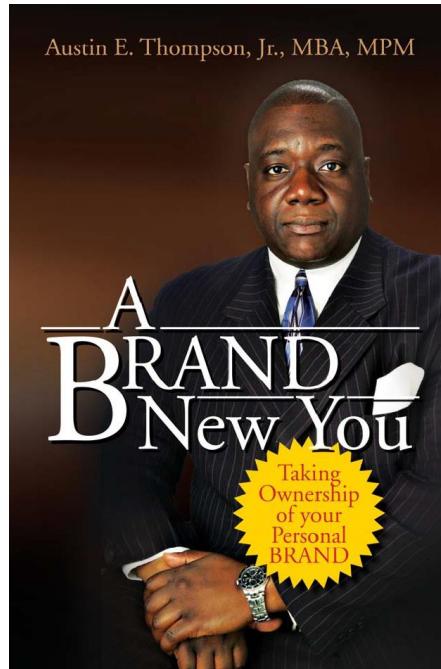
The 2018 Business Expo is scheduled for November 17, 2018, and we are planning to capitalize on the success of the inaugural year to realize greater success in 2018. We invite, not only Haitian businesses, but any entrepreneur who realizes the value in what we are organizing for the business community. Mark your calendars.

# *Business Advertisements*

*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  $\frac{1}{2}$  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

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- ★ Keynote Addresses
- ★ Get On-Site Business Advisement
- ★ Health Fair (free screenings)
- ★ Networking Opportunities to Build Valuable B2B Relationships
- ★ Breakfast Refreshments (included with registration fee)
- ★ Catered Buffet Lunch (included with registration fee)

See all event details at [www.b2bconference.net](http://www.b2bconference.net).  
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**Thompson Management Consulting, LLC**  
**5th ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT**  
 THEME: "LEADING WITH INNOVATION"

**CALL FOR VENDORS**

**Business 2 Business Expo**

Thursday, May 3, 2018  
 7:30 a.m. – 4:00 p.m.  
 Gwinnett Technical College  
 The Busbee Center  
 5150 Sugarloaf Parkway, Lawrenceville GA 30043

- Direct marketing and promotion of your services and products
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For additional information, kindly contact Austin Thompson at 404-587-3949 or via email at [austin@tmconsultingllc.com](mailto:austin@tmconsultingllc.com)



\$150 per vendor (Due by 04/06/2018)  
 \$75 deposit (Due by 02/01/2018)  
 Balance of \$75 (Due by 04/06/2018)  
 First come, first serve  
 "Deposit secures your space"

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## Thompson Management Consulting, LLC – Supporting Events



**THOMPSON  
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 CONSULTING, LLC**

**NETWORK AFTER WORK**  
 at The Park Tavern  
 500 10<sup>th</sup> Street, NE  
 Atlanta, GA 30309  
 Thursday, February 22, 2018  
 6:00PM – 9:00PM  
*Visit me at my vendor table and let's have a chat ☺*



Get All Event Information and Register by [CLICKING HERE](#)



**Wednesday, February 21, 2018**

**Powered by ProNetworker**

**Atlanta Tech Village**

**3423 Piedmont Road, NE**

**Atlanta, GA 30305**

**Get All Event Information and Register by [CLICKING 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 formally hosted 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).

