

EMPOWERED BUSINESS JOURNAL

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

Welcome to ESBS 2017: Innovate, Grow, Succeed

Austin E. Thompson, Jr.

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Entrepreneurs attending ESBS 2016 at The Clyde L. Strickland Center for Entrepreneurship at Discovery High School, where the theme was "Empowering Entrepreneurs – Growing Entrepreneurship"

The Entrepreneurship and Small Business Summit (ESBS 2017) promises to be a successful event for all who attend, empowering its attendees to be fearless in growing a successful business. Our value proposition, what we offer our attendees, is our specialization in providing education, not social conversation over snacks and beverages. You are attending the ESBS 2017 on July 12th & 13th to grow and improve your understanding in whatever areas you need to improve as a small business owner, such as strategies for growing your revenues, understanding how to manage your cash flow, utilizing the most effective digital platforms for promoting your businesses successfully, growing your leadership acumen, hiring and retaining good employees, why videos work best for your marketing campaigns, building your investments for retirement, the legal aspects of growing a business, and what structure works best for your business, what financial options (traditional and optional) are available for funding your operations, overcoming the challenges of running a non-profit business, why a business plan still matters for serious business owners, using quick books effectively to manage the finances of your business, healthcare options for you and your employees, growing revenues with effective sales

Continued On Page 2

strategies, and estate planning for entrepreneurs. If you had to pay a consultant to get this information, you would be paying a lot of money. Consider all the expertise you will be leveraging and engaging, a one stop shop, and the intellectual capital of these expert consultants all under one roof for your convenience over a 2-day period. The ESBS model is designed specifically for the micro enterprise owner, the solo entrepreneur, those who feel they lack the support from institutions which places greater focus on larger business models. We focus on the “mom and pop” models who need access to the same resources as larger small business models to grow and be successful.

In addition to the workshops, we have two very important panels. The Business Financing Panel on July 12th, with industry experts discussing small business tax preparation, securing start-up funding for your business from a bank, identifying alternative start-up or expansion funding when the banks are not lending to you, gaining access to credit, what prevents banks and alternative lending institutions from funding your operations, and what you can do to improve your credit standing to be more favorable to lenders. There will be other expanded discussion specific to the topics I mentioned. The Small Business Leadership Panel on July 13th, with micro business owners discussing how to grow as a community leader, and build a reputable brand with the community in which you are established to do business. They will also share their success stories, and how they overcame challenges. Many businesses are capitalizing on charitable initiatives and mentoring opportunities to develop as servant leaders in the communities where they do business.

As a Metro Atlanta annual event supporting entrepreneurs and business innovation, we are attracting attention from as far away as Alabama, North Carolina, Indiana, and Johannesburg, South Africa. Yes, we are going global. In addition to business owners, we attract college business students, professors, researchers, policy makers, change makers, thought leaders, and anyone interested in supporting small business and entrepreneurial growth. Our competitive advantage is that we seek only the most qualified and respected individuals in their relevant industry to support the ESBS model at rates affordable to the micro business owner. We make attending this event affordable without compromising quality. For a 2-day registration cost of \$25.00 to attend ESBS 2017, you will not

find this much substance at such an affordable cost.

Vending opportunities are also available. To view the event agenda, view all the speakers and their bios, see pictures of past ESBS events, and register as an attendee or vendor, click [HERE](#). See Keynote Speakers profiles on page 7.

So, what is your excuse? Over 80% of all businesses fail within 1-5 years of start-up, and in many instances, this occurs from not capitalizing on the opportunity to grow successfully. If you are serious about building and growing a flourishing business, don't miss the opportunity to acquire information you need to optimize your operations, or have a successful start-up. Wherever you are in the business lifecycle, there is always a need to learn more and give yourself the chance to be a prosperous enterprise.

“Stay hungry, stay foolish”.....Steve Jobs

Visibility is Key, Knowledge is Power, & Ignorance is Detrimental

Austin E. Thompson, Jr.

I often convey to entrepreneurs the importance of being visible and keeping in the public view of your audience, or intended target market. **“If no one knows you exist, they can't do business with you”**. Meaning, if they don't know you have a business, how can they become a customer and patronize you? **“If knowledge is not updated, it becomes obsolete”**. Meaning, if you don't seek new information constantly in this rapidly changing society, what you knew yesterday becomes yesterday's knowledge. It is rendered obsolete and outdated. What are you learning today, and what will you learn tomorrow (rhetorical)? These are my personal quotes, among many I've created, which I often share in workshops with entrepreneurs, or in my keynote addresses.

The first quote refers to placing yourself in the line of sight. Oftentimes, people do business with those who they know....period!! I shall repeat. People do business with those who they know. I won't repeat it a third time, because it should have been absorbed after the second iteration. If you keep a constant visible presence, you will eventually begin to develop meaningful and valuable relationships with individuals who can help put you on the path to success, or become life-long clients. You will not be a successful entrepreneur if you are afraid to meet people, broach new relationships, look folks in the eye and tell them your compelling story, and engage in good conversation. It takes more than having a skill to be a

successful entrepreneur. You have to get out and attend workshops, networking events, symposiums, conferences, sit on panels, present at events, be the subject matter expert, whatever it takes for people to know who you are and what you offer. What is your value proposition? If you know, then get out and share it with others. You can't sit behind your desk and engage LinkedIn, Facebook, Twitter, or Instagram, and think you are growing your business only on social media digital platforms. Those are successful avenues, yes, but looking people in the eye and building a rapport speaks higher volumes as opposed to sending friend requests to strangers who only see your profile, but are not able to make a personable connection through face-to-face conversation. They either accept you or decline you. That is not effective relationship building.

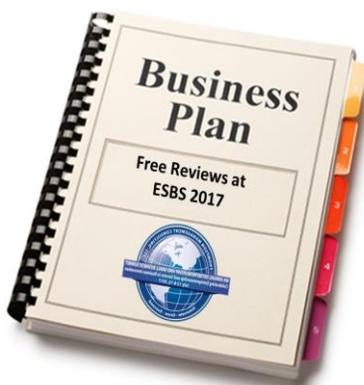
I enjoy getting out and meeting people, shaking hands, discussing what I do, finding out what others are doing, what they are thinking, learning what I can do for them, and identifying ways in which I can build partnerships and leverage the value-added skill sets of others. Thereafter, we connect on LinkedIn. They have already met me, engaged me, and have determined they wish to do more with me. Most instances, before I can get back to my office, I've already received a request to connect. Based on a favorable experience with you, individuals will be excited to continue engaging you beyond your initial meeting.

The second quote refers to updating skill sets and your knowledge base to remain current. It doesn't have to take the form of sitting in a class to earn a degree or certification, but occasionally attending workshops and symposiums, downloading white papers for your own personal edification, attending speaker sessions with

industry experts and engaging in a question and answer session, or any other activity which enables you to grow your intellect. Formal classes, such as continuous education classes are short in duration, from a few days to a few weeks, and will result in an increase in knowledge within your area of expertise, as well as a certificate of completion. Regardless in what form you receive information, get it done. Don't let opportunities pass to expand your sphere of understanding and influence. Many of these classroom style activities present an opportunity to engage industry experts and consultants who "specialize" in areas, who offer information you need to grow your businesses successfully. Not seeking knowledge and the opportunity to update your skill sets is a recipe for disaster. You don't know everything, and to harbor a mentality which paralyzes your efforts in the long-term only presents disastrous returns. Hence, get outside the box, and expand on what you already know. Don't ever think you can't learn something new or expand on what you already know. When creating a competitive advantage for your business or looking at the weaknesses in your SWOT analysis that you wish to strengthen, think critically of those areas in which you need to improve, and invest in your development. Invest in yourself, and invest in your BRAND.



ESBS 2016 – Gregg Burkhalter, The LinkedIn Guy – Marketing Your Brand and Growing Your Business With LinkedIn



We are reviewing your business plans at ESBS 2017, so bring a completed or incomplete plan and we'll take a look at what you have.

If you have questions you need answered, if you have challenges in growing your business, and if you are looking for insight on how to be more successful, REGISTER FOR ESBS 2017 TODAY.

[CLICK HERE](#)

All About Networking, Growing Your Brand, and Building Relationships: Make Connections



Network After Work is America's premier face-to-face networking organization. The company was founded in 2009 with a handful of recurring networking events in a few select cities and has since expanded to over 85 cities with well over 6 million members. Network After Work avoids the usual grind of networking in conference rooms and trade

show lobbies to instead host exciting monthly, bi-monthly, and special networking events in different cool local venues with a relaxed atmosphere. Business owners, entrepreneurs and career-minded professionals gather over drinks and casual conversations to share resources, contacts, and strategies that help support each other's career and business goals. Network After Work offers a range of memberships, partnership opportunities, events, advice, and even a mobile app that are all designed to help propel members and event attendees to the next level of their professional objectives. Network After Work was founded by Samantha Ballenger and James Miller. Their complimentary talents have combined to propel the organization to quickly become America's premier face-to-face business networking company. To see all our upcoming events and be placed on our mailing list, click [HERE](#).



About Pro Business Channel:

Pro Business Channel is the world's fastest growing internet broadcast network.* To its listeners, Pro Businesses Channel is an internet broadcast network, however for businesses, Pro Businesses Channel has a compelling marketing platform on and off line:

Online:

- Provides fresh content for generating an ongoing pipeline
- Increases brand awareness for its broadcast partners through PBC's robust distribution of its broadcasts on 16 channels – iTunes, iHearRadio, GooglePlay & more

Off line:

- Creates unique one-on-one opportunities for building relationships with clients and prospects
- PBC is more effective and cost efficient ROI than traditional marketing venues

Pro Business Channel is an innovator for marketing in the 21st century. Its value proposition is not based on 20th century marketing through advertising. It's about net visibility, relevance, content, *and* B2P.

*Ranked in the top 10% of the world's 1.3 billion domains by Alexa, the arbiter of internet rankings.

About Pro Business Channel Events:

Pro Business Channel is all about promoting business and businesses and sponsors several networking events:

Pro Business Connections at Microsoft: Coffee + Networking = Connections

Networking event where you can also learn about Microsoft's latest software, business applications, and hardware products or have your application or hardware inquiries answered by one of Microsoft's experts.

What makes it special: Pro Business Channel sometimes broadcasts live and interviews attendees, which they can access a copy of their interview and link it on their websites.

Refreshments: Coffee & doughnuts

What about the crowd: Intimate setting with typically 12-20 attendees.

When: Every other Friday at 8am until 9:30am (Always check PBC's website to confirm meeting days.)

Where: Microsoft store at Lenox Square Mall (2nd Floor)

Parking: Free

Previous Events:

Co-Founders Event: Sponsored by CoFoundersLab. Connect, Meet & Collaborate with like-minded entrepreneurs. Have your questions for starting a business answered by people who have built successful companies.

When & Where: Check PCB's event calendar for the next Co-Founders meeting.

Veteran Shark Attack:

Network and connect with Ritz Group investors, entrepreneurs and the industry eco-system prior to attending Shark Attack Event. The Veteran Shark Attack will feature 3 Pitch Tank Winners (Bait) vs. 3 ICON Investors who are all current or ex-Military. The three presenting companies will PITCH for 4 minutes followed by 10 minutes of questions and comments by the SHARKS and the audience.

Live At the Battery Atlanta:

An evening of meeting and greeting at Atlanta's newest hot spot at SunTrust Park.

Check ProBusinessChannel.com to learn about current planned events and be placed on our mailing list, or click [HERE](#).



ProNetworker is a centralized resource center and listing for business events; networking events, seminars, expos, workshops, lunch & learns, etc. If it is a business event, you will find it on our site. ProNetworker is available online as

well as mobile App for iPhone & Android. We host networking events, conferences, workshops, expos, and have opportunities for businesses to exhibit. PRO NETWORKER's mission is to provide resources to sales professionals that enables and encourages business growth through face to face networking. We believe that relationships are cemented with the good old fashion 'Hand Shake'. This foundation promotes long-term stability and growth. To be placed on our mailing list and to learn more about ProNetworker, click [HERE](#).

Find a local organization near you to improve and increase your networking:

"If no one knows you exist, they can't do business with you"

- Gwinnett Association of Business Entrepreneurs (GABE) ♦ Alpharetta Business Association ♦
- Decatur Business Association ♦ Houghton Business Alliance ♦ Jefferson Area Business Association
- (JABA) ♦ Tucker Business Association ♦ Duluth Business Association ♦ Vinings Business
- Association ♦ Metro Atlanta Business Association ♦ Norcross Business Association ♦
- Snellville/Centerville Business Association ♦ Buford Business Alliance ♦ Lilburn Business
- Association ♦ Latin American Chamber ♦ Georgia Haitian American Chamber ♦ Georgia Hispanic
- Chamber ♦ DeKalb Chamber ♦ North Fulton Chamber ♦ Gwinnett Chamber ♦ Conyers/Rockdale
- Chamber ♦ Cobb County Chamber ♦ IMC-USA ♦ The Edge Connection ♦ WTC-Atlanta

IMC Georgia Partnering with the 2017 ESBS

*David Shavzin, CMC – President of IMC-USA Georgia Chapter
President, Shavzin & Associates, Inc.*



The Institute of Management Consultants – Georgia Chapter is looking forward to our partnership with the 2017 ESBS. We are proud to partner with Austin on the event and look forward to contributing to a meaningful summit. Several of our members will be speaking and/or part of panel discussions. Together they have a wide range of expertise and experience that includes hundreds of client companies and non-profit organizations at all stages of development, startup through exit planning. We hope that attendees will walk away with at least a few ideas that they can implement the next morning!

We also look forward to learning from the wealth of knowledge that will be shared by all of the Summit speakers. At IMC, learning and professional development are key to ongoing success. You can learn more about IMC at www.imcgeorgia.org. We will have a table at the Summit and look forward to meeting you.

ESBS 2017 Speakers Reception: A Huge Success

Austin E. Thompson, Jr.



Thompson Management Consulting, LLC had the honor of hosting a special private reception for all speakers and panelists for ESBS 2017 at the illustrious LONA Gallery in downtown Lawrenceville on Saturday, July 8, 2017. Speakers from past events were also in attendance to share their experiences, and to network with this year's presenters. The event featured a presentation to the speakers on the history of the ESBS and expectations for 2017, an update on the Health Fair by Sandra Nicholls (Health Fair Coordinator), and Sylvia Culberson, Co-Owner of the LONA Gallery, presented the gallery's numerous and superb benefits to those

who support it, and what gallery offers as a multi-use facility in the downtown Lawrenceville area (i.e. art exhibits and classes, networking events, weddings, business meetings, elegant private events, etc.).

Attendees had the opportunity to mingle, get acquainted, and build new relationships with one another over a delectable selection of hors d'oeuvres, deserts, and wine. The evening was a success, as it was the first Speakers Reception for the ESBS, which we intend to do each year prior to the event. Unfortunately, some notable speakers were unable to attend due to schedule conflicts, however, Thompson Management Consulting, LLC appreciates all our speakers, panelists, and supporters in helping to make this event, and brand, a success. We sincerely value these connections and opportunities to build relationships with some of the metro area's top consulting and business talent, who are all profoundly involved in helping entrepreneurs grow successful businesses. To find out about the LONA Gallery, please [CLICK HERE](#). Now, on to ESBS 2017.

ESBS 2017 – Meet Our Distinguished Keynote Speakers



Rob Johnson
July 12, 2017 (Day 1)

Rob Johnson – recently retired after 29 years of service through the Atlanta Community Food Bank (ACFB) - has launched his part-time “encore career” of serving as a change agent with individuals, organizations, and communities that are committed to making the world a better place. “Compassionate Capacity Building” is the by-line for his Rob R. Johnson Ltd. Co. coaching, facilitating and consulting practice. During his tenure as COO of ACFB, he guided the organization’s winning the Community Foundation of Greater Atlanta’s “Managing for Excellence” award multiple times. He’s a Leadership Atlanta alum whose non-profit priority today is Compassionate Atlanta, Inc. His M.S. in Social Psychology and 20+ years of learning and leading within the professional “OD” community through the Organization Change Alliance have him primed for addressing food insecurity, affordable housing, racial justice, and other poverty-factors through best-possible collaborations! Recent consulting services have been with the Community Foundation of Greater Atlanta and the national Young Adult Library Services Association.



David Shavzin
July 13, 2017 (Day 2)

David advises business owners on growth and successful exit / succession planning. He is a consultant and coach with 25+ years of experience in exit planning, mergers & acquisitions, operations, and business process improvement. David helps business owners grow their business today, getting the plan in place and staying focused on the process. This builds value, allowing them to make this important transition on their own terms. It allows them to become attractive to potential buyers. David helps businesses create the right advisory team, understand value, work in a focused manner to build value and plan for that eventual exit. His early career included banking and financial roles, followed by a position on Freddie Mac's corporate planning team. David then spent 12 years with Aventis. This included four years in Europe in corporate finance and global mergers and acquisitions work. He was later appointed Vice President of Operations & Finance for a North American subsidiary, his last role before creating his consulting practice in 2000.

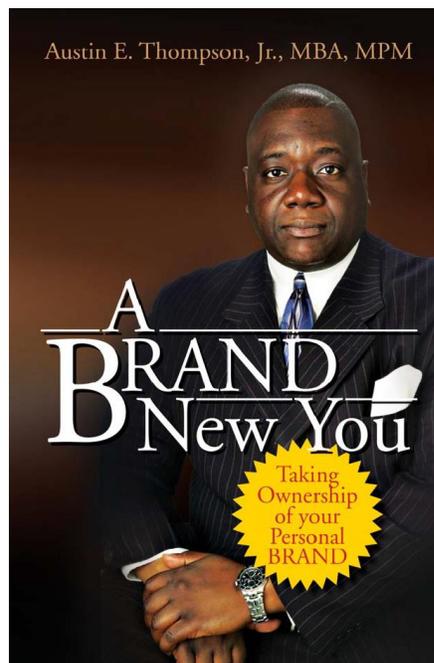
David is a Certified Management Consultant (CMC) and president of the Institute of Management Consultants - Georgia Chapter. He speaks frequently on exit and succession planning. He has spoken to several chapters of the National Association of Insurance and Financial Advisors (NAIFA), several Rotary Clubs, at Vistage and more. David earned an MBA from George Washington University and a BA in International Relations and French from the University of Wisconsin. He is fluent in French, conversational in Spanish.

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 and send your comments or questions to info@tmconsultingllc.com



Celebrating 20 years of business operations as one of Georgia's premier shipping companies, Caribbean International Shipping Services has been an institution in the metro Atlanta area providing consistent and quality service to its customers, and has provided jobs to residents of DeKalb County. Please support our small businesses.



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- **DUI**



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
- Eleventh Circuit Court of Appeals • Georgia Court of Appeals

MS. PRINCE HAS PRACTICED LAW FOR 15+ YEARS

Place your ½ page ad here.
See below on page 11 for
details.

Upcoming Business Events



4th Annual

Entrepreneurship and Small Business Summit

July 12 & 13, 2017 8:00 A.M. - 4:00 P.M.



Participating Organizations:

- The Pile Law Firm
- Celeste Giordano Coaching
- Small Business Administration
- Gwinnett Chamber of Commerce
- Business Plans & More, Inc.
- Bizlynks Consulting
- Protiva Consulting, LLC
- The LONA Gallery
- Caribbean International Shipping
- Local Area Banks
- Rosemont Capital Solutions
- Institute of Management Consultants
- WSG Consulting, Inc.
- Insperty

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ADVANCE ONLINE REGISTRATION \$15.00/PER DAY - \$25.00/ BOTH DAYS

ONSITE / LATE REGISTRATION \$20.00/EACH DAY

ADVERTISE IN SWAG BAGS \$10.00 (MARKETING ITEMS - SIZE LIMITS APPLIES)

VENDING \$150.00/PER DAY - \$250.00/ BOTH DAYS

- Classroom Style Workshops
- Keynote Addresses
- Business Panels
- On-site Business Plan Reviews
- Speak With Local Bank Representatives
- Health Fair (Free Screenings)
- Networking Opportunities

To view agenda and register, log on to: b2bconference.net

THE CLYDE L. STRICKLAND CENTER FOR ENTREPRENEURSHIP
DISCOVERY HIGH SCHOOL
1335 OLD NORCROSS ROAD • LAWRENCEVILLE, GA 30046

For additional information,
please contact:

Austin E. Thompson, Jr. • austin@tmconsultingllc.com • (404) 587-3949

Lunch Catered by LeGomier Caribbean Restaurant

Thompson Management Consulting, LLC

4th ANNUAL ENTREPRENEURSHIP AND SMALL BUSINESS SUMMIT

THEME: "INNOVATE ♦ GROW ♦ SUCCEED"

Business 2 Business Expo

July 12 & 13, 2017

9:00 a.m. – 4:00 p.m.

The Clyde L. Strickland Center for Entrepreneurship
Discovery High School
1335 Old Norcross Road, Lawrenceville GA 30046

- Direct marketing and promotion of your services and products
- Meet and speak with some of Atlanta's dynamic business leaders
- Hear speeches from successful thought leaders and business owners
 - Network and grow your customer relations contacts

To register as a Business Exhibitor, go directly to www.b2bconference.net. Complete the online application, payment, and view vendor guidelines.

For additional information, kindly contact Austin Thompson at 404-587-3949 or via email at austin@tmconsultingllc.com





HEALTH FAIR ESBS 2017

July 12 & 13, 2017
10:00 AM – 2:00 PM

Screenings:

Glucose
Blood Pressure
Cholesterol / Lipids Panel

Other Planned Services:

Health Information
Fitness
Health Insurance
Massage Therapy
On-Site Mobile Truck

For Information:

Sandra N. Nicholls
Health Fair Coordinator
ESBS 2017
Mobile: (678) 548-5448
Email: sandranicholls@aol.com
Website: b2bconference.net

The Clyde L. Strickland Center for
Entrepreneurship at
Discovery High School
1335 Old Norcross Road
Lawrenceville, GA 30046
Classroom #2



*Free for healthcare
providers to participate*

Gwinnett Association of Business Entrepreneurs – GABE

Free Networking & Business Meeting

Vendor Tables \$25.00 – Advertise your business

The Lona Gallery

176 W. Crogan Street, Lawrenceville, GA 30046

July 11, 2017

6:30pm to 8:00pm

Refreshments Always Served

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

Entrepreneurship and Business Empowerment Hour

❧ PRESENTS ❧

What it takes to build and grow a successful Non-Profit
entity with C. Nicole Henderson of
C. Nicole Henderson & Associates



Live In-Studio Interview on WATB 1420AM Radio
Listen Online at www.watb1420.com or www.tunein.com

Saturday, August 12, 2017

4:00 p.m. – 5:00 p.m.

Hosted by:
Colin Tinto & Austin Thompson

Show Sponsored by:
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Download our Media Kit to learn more – [CLICK HERE](#)

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These advertising rates are for solo and micro business models, SOHOs, and small businesses with annual gross receipts of \leq \$100K. For major corporate advertisement or for businesses with larger revenue profiles, please call (404) 587-3949 or email us at info@tmconsultingllc.com for rates. No contract required. Pay monthly, quarterly, or annually. Thank you for your support of Empowered Business Newsletter. We support small business success, so let's grow together!

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Full page ad
\$75/month

(Black and White, or Color. Ad must be ready for placement in JPEG format)

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About Empowered Business Journal

The Empowered Business Journal (EBJ) is published by Thompson Management Consulting, LLC as an online publication to provide business related information for small business owners, entrepreneurs, micro enterprises, solopreneurs and business professionals who support small business development. The EBJ is not produced in hard copy format. Articles in the EBJ are written by small business owners, who contribute to the success of each publication by providing insightful and informative articles for the small business community. Moreover, the EBJ promotes small businesses, spotlights entrepreneurs, reports on business, political and economic activity which affects small business owners, and highlights developments from Thompson Management Consulting, LLC. The EBJ has a direct distribution to over 1,500 contacts, who receive the publication via email and share it with their contacts. Copies in PDF format can be retrieved from our website at <http://tmconsultingllc.com/newsletter.html>. We invite small business owners to submit subject matter "Business-related" articles for publishing, along with a head shot and brief bio. All submittals are vetted carefully to qualify for our readers. Finally, we encourage small businesses to advertise with us and support a publication looking out for the concerns of small businesses. Thank you.

About Thompson Management Consulting, LLC

Thompson Management Consulting, LLC works with small business owners and entrepreneurs who are primarily in the 0 – 5 year range of the business lifecycle, those in the seed and start-up to expansion phases. We assist with business plan writing, marketing, feasibility studies, project management, financial and budget analysis, business event planning, and business training. Thompson Management Consulting, LLC produces an Annual Entrepreneurship and Small Business Summit in celebration of National Small Business Week, and hosts a monthly radio program, The Entrepreneurship and Business Empowerment Hour on WATB 1420AM. We are A+ accredited by the Better Business Bureau, and hold memberships in the Gwinnet Chamber of Commerce and Georgia Hispanic Chamber of Commerce. Additional information can be found at www.tmconsultingllc.com/about.html.

