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2025 Small Business Refresher Course



**By Gary Seibert, CEO,
Small Business Resource Association**

I meet with small business owners every week that are looking for the “golden bullet” or “secret sauce” that will turn their business around. I truly wish there was a “one size fits all” answer that I could pull out of my tool kit but, unfortunately, there is no such animal. I will tell you however, that there are some basic business practices that, if implemented properly and maintained, could make your journey easier, more successful and profitable.

There will be nothing in this article that will be revolutionary, earth shattering or something you never heard before. Instead, just some information you’ve been told, maybe even tried, but never paid much attention to. In fact, after you read the next few sentences, you will probably think this article isn’t for me and stop reading.

GOTCHA — You are most likely the business owner this article is meant to be read by. But don’t read on.

You see, my experience is that too often, small business owners know what they should be doing but just don’t have the time or enthusiasm to do it. Their focus is on the things they like to do instead of what they know they should do. They get pulled away from running their business to doing their business because doing their business is much more enjoyable. That’s why they started their business in the first place, it was something they knew and liked doing.

So, let’s go back to the basics and see if there is anything in this article you can relate to. Let this article be a little refresher course, an eye opener, sort of a business 101 review. PLEASE remember, being in business is relatively easy if you know and implement the fundamentals. Here are a few.

1. Are you selling a product or service that people REALLY need? If not, you are already setting yourself up for failure. You will be spending way too much time and money trying to get people to buy something they do not want or need. Yellow pages were a must years ago, cell phones replaced them. Good yellow pages salesmen had to find another product to sell in order to put food on the table. We call this Discovery—finding out if you have a product or service people will buy.

2. Are you the only one selling this product or service and if not, have you thoroughly studied your competition? I know people that really want to become a realtor but, here in Berks County there are over 1100 people selling real estate. There are currently less than 300 property listings. The unlikelihood of starting a successful real estate sales business in 2025 might be a risk you should consider. Also, are your competitors big box companies that have huge advertising budgets and/or buying power that will allow them to sell for less than you can? Know your competition.

3. Do you have a written-out business plan? Do you have the financial resources to properly set up your business legally, with a lawyer, accountant and insurance

agency? Are you in a good location? Do you have a great website? Can you spend an appropriate amount of money on marketing, sales, branding and public relations? Fundamentals first, then success can follow.

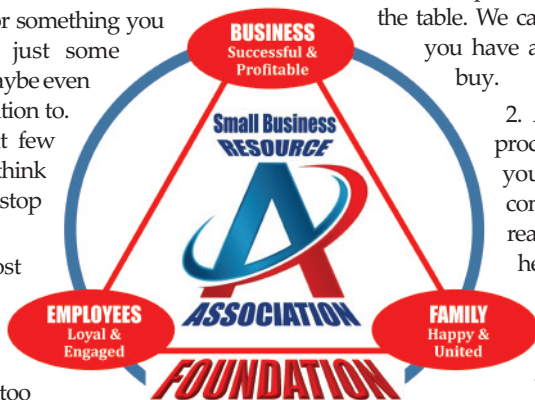
4. Here is the deal breaker — Do you have the skills, personality and eagerness to get out and network, make sales calls and close deals? Having all the above but not making sales is the reason most start-ups fail. It’s not because they don’t have a good product or service, it’s because they are spending more money running their business than making the money necessary to support their business. Not everyone is good at selling but every successful business has a great sales person or team.

We are in the first quarter of 2025 and there is still time for you to make some strategic changes that could mean the difference between red or black ink at the end of the year.

If you are a solopreneur, I get it, you wear many hats. However, you don’t have to. But, you do have to find people to help you with the areas that you struggle with. Be HUMBLED and ask for help. You will be surprised how many people will be more than happy to help—many of them for free.

If you own a business with employees, make sure you have hired people that can help you with the areas that you do not have strengths. Remember the 3 areas that every business must have—a. A Visionary to cast the vision and mission of the business. b. A Managerial person to make sure the job gets done and the team works well together. 3. A Technical person that makes sure you are legally and technically compliant. Be a great leader and allow your team to push you up the ladder of success.

None of this is Aerospace Science. It’s just what you need to do. Hope you are REFRESHED.



SBRA Business Spotlight

HOW TO LOSE WEIGHT & FEEL BETTER IN 2025

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By Breanna Angstadt, an Intuitive Transformation Coach's Guide

If you've struggled with weight loss, it's not due to a lack of willpower—it's because traditional diets & workout plans fail to address the root cause.

As an Intuitive Transformation Coach, I help women lose weight permanently by rewiring their mindset, breaking free from self-sabotage & learning to trust their bodies.

In 2025, weight loss isn't about restriction—it's about alignment.

When you shift your mindset & daily habits to support your body, weight loss becomes effortless. Here's how to transform your body & mind for lasting results.

1. Shift Your Identity – Sustainable weight loss starts in your **mind**, not your diet. If you still see yourself as someone who struggles with weight, your actions will reinforce that belief. Instead, step into your **future self now**:

Who is the version of you that has already achieved your goal?

Get crystal clear on:

- How she thinks
- How she feels about her body
- How she eats & moves daily
- What habits & beliefs she embodies
- What choices does she make

Your subconscious mind directs your behavior, so when you believe in your success, your habits will naturally follow. Instead of waiting to become this person, start acting as if you already are.

2. Ditch the Diets – Diets only focus on symptoms rather than addressing the root causes of weight gain. They teach you to ignore your body's signals, leading to cycles of deprivation and overeating. Instead, **listen to your body's needs and trust its ability to find balance.**

3. Rewire the Patterns Keeping You Stuck – Most weight struggles stem from deep-seated subconscious beliefs, such as:

- "Nothing works for me."
- "Losing weight is hard."
- "I always gain it back."
- "I have no control around food."

Your brain operates on autopilot, proving these beliefs true through self-sabotaging behaviors. **Rewire your**

thoughts by shifting to empowering alternatives:

- "My body responds positively to what I give it."
- "Losing weight is easy & enjoyable."
- "I move daily because I love how it makes me feel"

When your mindset shifts, your habits follow effortlessly.

4. Move Because You Love Your Body – Movement should be joyful & natural, not punishment. Find ways to integrate movement into your daily life:

- Take the stairs.
- Park further away.
- Walk during phone calls.

Exercise isn't about burning calories—it's about aligning with the best version of yourself.

5. Heal Emotional Eating & Self-Sabotage – Weight gain isn't just about food—it's tied to emotions, stress & subconscious patterns. To break free from emotional eating:

- Identify why you turn to food for comfort.
- Create new coping strategies (breathwork, journaling, walking).
- Meet your emotional needs in ways that don't involve food.

When you **heal your relationship with food**, weight loss happens effortlessly.

6. Support Your Body's Natural Balance – Your body naturally maintains a healthy weight when your lifestyle supports it:

- **Prioritize sleep** (7-9 hours per night).
- **Reduce stress** (meditation, self-care, journaling).
- **Stay hydrated** (water is essential for fat loss & energy).

When you align your habits with your body's needs, weight loss no longer feels like a struggle—it becomes a byproduct of a balanced, fulfilling life.

The Bottom Line

Weight loss in 2025 isn't about deprivation—it's about rewiring your mindset, trusting your body & aligning your habits with your healthiest self. When you shift your identity & heal emotional patterns, your body follows.

Are you ready to transform? It starts in your mind.

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