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**Small Business  
Resource Association**



# THE SBRA COMMUNITY BUILDING A STRONG TEAM of WINNERS



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

Whether you are a Solopreneur or a company with a 100 or more employees, the goal is the same - Be a WINNER. All too often, when we hire people to work for us, we focus more on filling the position rather than complimenting the team. Especially in today's lack of candidates in the marketplace, we are often forced to hire "a body", in hopes that we can train them to be a productive and loyal employee. This article is written to give you some tips on how to better select people that will surround you, compliment your skills and help you build a strong, winning team

First and foremost is the process of self-evaluation. It's not what you know that gets you into trouble, it's what you don't know that eventually sinks the ship. I strongly suggest you start your team building process by taking a deep look at your own strengths and limitations. We all want to be a super star in every aspect of running our business but in all but a few rare situations, that's not possible. Most of us are really good in some areas of running our businesses but, if you are honest with yourself, you will recognize that there are other people that are much better than you in other areas. It's in those areas that you start your search, surrounding your self with people equal to or better than yourself. Be aware that no matter how great of a leader you might be, you can never BE Everything, KNOW Everything, SEE Everything or UNDERSTAND Everything. What you are really looking for is a group of trusted advisors who help you think through important decisions.

I need to stop for a minute to address the SOLOPRENEUR that is reading this article thinking that none of this applies to them. YES it does, because you have the same responsibilities

for running your business as the company with 5 or 50 employees. You still need people in your life that can help you navigate through the day-to-day challenges of running your business. The difference will be that your advisors are not be an employee but rather an attorney, an accountant, a business coach, a mentor, a business association, or a friend that owns a business. The most important thing to remember is to be humble and not be afraid to seek help early on when you are experiencing a problem and not wait till it's too late. Be a Smokey the Bear and not a Fire Fighter.

When do you need this team the most?

- In times of **CRISIS**
- When faced with **DIFFICULT** problems
- When making **CRITICAL** strategic decisions
- Whenever **NEW IDEAS** or **PERSPECTIVES** are required
- To keep you **FRESH** on an ongoing basis.

Here is a **BIG WARNING**. People like to surround themselves with other people who are **JUST LIKE THEM**. If they are like you, they will think like you and you will get the same perspective you already have. You need people on your team that have different perspectives, have different leadership skills and styles and have different experiences. You don't need **YES PEOPLE**, you need people that will challenge you and help you make best decisions with the best outcomes.

How do you find these people?

1. Inventory your current leadership team for their strengths and limitations possibly by performing a S.W.O.T. analysis.
2. Identify the leadership strengths and perspectives needed to enhance and supplement your own.
3. Choose people whose leadership contributions and perspectives enhance your strengths and supplement your limitations.

Here are the 5 **CORE BUSINESS CONCERNS** that you will need your team to deal with in order to be a **WINNER**:

1. **FINANCIAL CONCERNS** - Dealing with the organization's finances.
2. **EXTERNAL CONCERNS** - Dealing with vendors, competitors and community relationships.
3. **PERSONNEL CONCERNS** - Dealing with people that work for the organization.
4. **OPERATIONAL CONCERNS** - Dealing with decisions that impact the organization's work.
5. **REGULATIONS CONCERNS** - Dealing with compliance of applicable laws and regulations.

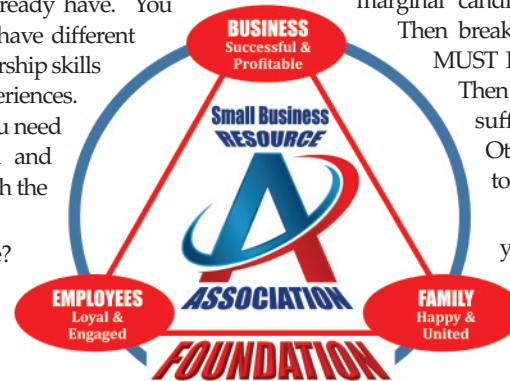
Selecting the **TEAM** - Know yourself and where you need help. Inventory what you have available inside your organization. Look outside your organization to lawyers, CPA's, coaches, facilitators, mentors, Government agencies, SHRM, SCORE and Associations. Make a list of possible candidates based on your company Core Values and Culture to make sure they will be a good fit. How will they contribute to your organizational needs? Then **ELIMINATE** marginal candidates—don't accept second best.

Then break the remaining candidates into a **MUST HAVE** and a **NICE TO HAVE** list.

Then determine if the, must have will be sufficient to building your team. Otherwise supplement from the nice to have list to fill the voids.

Building a strong team will make your life easier and your business more successful. **DO NOT** cut corners when it comes to the people that will help build your business and make you successful.

In climbing the ladder of success, weak people will keep pulling you down where strong people will push you up the ladder of success. To be a **WINNER** you must have a **WINNING TEAM**.





# SBRA Business Spotlight



**Automatic Developer**  
**Address: 258 Walnuttown Road,**  
**Fleetwood, PA 19522**  
**Phone: 267-897-6244**  
**Website:**  
**www.automaticdeveloper.com**

Automatic Developer solves technology based pain points for small to medium businesses in the Berks County Area. Using existing digital tools and custom in-house solutions, a business can start to hand off the heavy lifting of many manual tasks. This allows a small business owner to focus on the task that matters, their business.

# NO TIME FOR A MARKETING PLAN



**By Mark Kramer, founder**  
**Core1Marketing, Proud**  
**SBRA Member**

If you have a small business, in all probability, you have a business plan, especially if you had to borrow money to get it going. Now, here's the big question, do you

have a marketing plan?

If your answer is NO, you're not alone. Would you believe that only half of small business owners operate with a marketing plan? According to a 2019 survey of 350 small and medium business owners, conducted by Outbound Engine, 50% of those did not have a marketing plan for the year. I can attest to this statistic. I can't tell you how many business owners I've consulted with that after asking me how I might help them grow their business, I get a blank stare when I ask them to see their marketing plan.

Marketing is an *ongoing process* of educating consumers why they should buy your product or service, the key to ensuring the growth of your business. A well thought out marketing plan will help identify your target customer, where they live, where they play, and more importantly, it helps address the big question – *why should they buy from me?*

The key to having a marketing plan, especially for a small business owners, is the peace of mind that comes with knowing they can make the right day-to-day decisions about growing their business without spending a lot of time during the decision making process. If you're losing sleep over how to best spend your marketing dollars, a marketing plan provides the direction and ease of decision making that can help you sleep like a baby. Without a clear plan, many business owners end up trying too many different marketing tactics and end up walking away with little or no success without even knowing why.

As the former marketing director for a multi-million dollar hospitality group and a healthy marketing budget, I was *constantly* being contacted by advertising sales reps selling print, radio, billboards, digital media, coupon books, directory advertising, cable TV, newspaper advertising, and more... DAILY. Without having a well-constructed marketing plan to follow, my head would have been spinning wondering if I

was making the right decisions to grow the business while spending tons of time evaluating every single ad proposal that came across my desk. If that *greatest deal ever, that limited-time offer that expires tomorrow, that promotion that's guaranteed to drive a boatload of customers through your door* is something that's not in your plan, it's easy to say "no thanks"... confidently.

So why do so many businesses try to operate without marketing plan? Budget is usually a factor. Let's face it, after employee salaries, marketing is typically the biggest expense for most businesses. But here's something that will put a smile on your face – developing a marketing plan will actually save you money. When you understand who your target is and you know how to best reach and connect with them, that's where you need to spend your marketing dollars. There's no waste, no guesswork, you simply follow your PLAN.

Time is a factor that often delays the planning process. Small business owners are BUSY. And we all know it takes time to plan, but when you think about the time you'll save by not having to negotiate and make decisions about countless advertising options for your business, having a plan to guide you will put you way ahead of the game.

Experience plays a large part in creating an effective marketing plan. While small business owners wear many hats and there is some great do-it-yourself online help for marketing, we all can't be great at everything. It may be worth allowing a professional to help you get started with your plan. And if you do have a marketing plan, you want to make sure those marketing dollars are being spent in the most productive way possible.

Finally, whether you're starting a new business or you're a seasoned veteran, your marketing plan cannot be created then tucked away until next year rolls around. Especially in today's climate, change is constant and you need to keep pace with your customers' change in habits in order to stay connected. Review your plan at least quarterly to ensure that its components continue to send a clear, consistent message to your target about what you do and why you do it.

*Mark Kramer at Core1Marketing.com provides the experience of virtual a Chief Marketing Officer to small business owners in Berks County.*

## SBRA Monthly Member Shout Out

*Members Helping Each Other Grow*



sbrassociation.com/ee-academy



Coach-doula@karen-glass.com



Kingsacademy.com



Furnituresoup.com



Brothersgutters.com/pa

## WELCOME NEW SBRA MEMBERS

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Automatic Developer  
Creation Yoga  
Emerging Entrepreneurs Academy  
Furniture Soup  
Karen-Glass

Revitalized Massage & Wellness  
Salsa Burrito  
The Brothers That Just Do Gutters  
The Kings Academy  
True To You Esthetics, LLC  
WEPA Empowerment Center

## SBRA EVENTS - BE BETTER. GROW FASTER.

**TUNE-UP Tuesdays**  
 information. sharing. motivating.



**Small Business Resource Association**  
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• **Tuesday, March 7th –**  
**"Championship Business"**  
 The "Four Seasons" method  
 for winning in business by  
 Coach Mark Owens

• **Tuesday, March 21st –**  
**"The Art of Negotiating"**  
 presented by John Whitehall

Free to the public. Get more details and register at  
<https://www.sbrassociation.com/#EVENTS>

## MEMBER NETWORKING MINGLE

Register: <https://www.sbrassociation.com/#EVENTS>

**Wednesday, March 29th, 5:30-7:00**

**Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update**

**Wednesday, March 29th, 9:00-9:30 am**

Register: <https://www.sbrassociation.com/#EVENTS>