



Your Money Wants to Help Your Business Grow – Are You Ready?

Value: As business owners we all want our business to grow. When growth is slower than we would like, we often blame our marketing program when the real problem may be our lack of adequate money management. This presentation is designed to tackle money challenges head-on, helping business owners establish effective strategies for sustained growth.

Participants will walk away with an understanding of how money ties all the business parts together. They will be motivated to begin changing their approach to money and empowered by the realization that they are in control of their money. Time will be set aside for questions and interaction to ensure that participants fully understand the concepts and are able to bring up questions they always wanted to ask in a safe environment.

Best audiences: Business owners or soon-to-be business owners who want to grow their businesses

What participants will learn:

- Three mistakes most often made with business money
- Seven ways that these mistakes affect business, including growth rate, risk, and personal risks
- Four ways to begin to work on your money to eliminate these risks and grow your business

Available on request: Photos and samples of Andrea’s presentations/interviews

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“Thank you so much for speaking to our students. Your information was right on point and very valuable. Erin, the pharmacy packaging business, mentioned that she really appreciated your comments on the emotional side of money. Mokotsi, who sells the corn, said you motivated him to get more organized. I hope you can visit again soon.”

Lynn Allendorf, Managing Director, Bedell Entrepreneurship Learning at the John Pappajohn Entrepreneurial Center, University of Iowa