



"Lighting the Path"

Launch Your Business. Accelerate Your Business.

Where Are You Headed?

With the economy in turmoil, it's easy to let the news media distract the small business owner from a sound business course. Economic uncertainty also brings those who have relied on large corporations for their financial future to re-think their reliance and strike out on their own. Do you have a clear direction? If you or someone you know is beginning a new business venture, having a knowledgeable, affordable team at your side to help you through the first five years is crucial.

Running out of cash before becoming profitable is the most common cause of small-business failure, according to the National Federation of Independent Business. Not every business idea is a cash machine, which is a legitimately, legally structured business venture that uses your skill sets and generates cash to feed your Wealth Cycle™. Based on a study by the U.S. Small Business Association, only two-thirds of all small business startups survive the first two years and less than half make it to four years. Looking at the latest entrepreneurial research will tell us that implementing a solid business plan is the common thread of advice for beating those survival statistics. Without a plan, an owner has little idea where she's going and won't know when she's arrived where she wanted to be in the first place.

So, why don't more entrepreneurs activate a solid plan - either created by themselves or outside counsel - when they launch their enterprise? The most common answers are:

- They are so caught up in the details of starting their business, they don't want to or feel they have time to put a plan on paper.
- They are so well educated, they feel they don't need a document of the idea they've laid out so well in their minds.
- They don't know the value of a business plan.

Since many business consultants perform work on an hourly basis and say "each situation is unique so we can't tell you exactly what it will cost," a small business owner doesn't outsource business planning even if they wanted one to avoid an open-ended commitment. Many entrepreneurs may simply not have the funding. In our uncertain, slowing economy, mixed with a fast-paced information society, few small business owners have the financial resources or time for long, complex business advisory engagements that produce voluminous reports.

Clear Directions aims to provide impactful, Wall Street-level advice in a simple, quick read that appeals to Main Street USA small business owners at an understandable cost. Without a clearly defined strategy, revenue model and marketing strategy, you increase your risk for business failure, according to the research above. In today's already risky economy, why take on more risk?



Business owners need advisors who will help them visualize their future from a different perspective, then help take them there.

[Clear Directions, LLC](#), positively transforms business owners' revenues through smart, strategic marketing and profit planning, as well as accountable business coaching.

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Creating Your Financial Legacy

Leaving children either a viable business or a sound financial portfolio - or both - is the desire of most parents. We always want a better future for our children. Whether you are wildly successful in your business or struggling to keep it alive, you can benefit from a review of your wealth building strategies. Many of us know how to make money, but do we know how to keep it growing even in today's economy? If you are seeking new ways to invest your profits and strengthen your financial legacy, contact us.

Reaching Beyond Your Immediate Market

We all know the value of local business networking and working with your fellow chamber members to grow your business. However, have you thought about how to create new revenue streams beyond your geographic area via the Internet? If you're seeking new cash in your life, contact us.



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