



## Small Business Consulting

Most successful small businesses will eventually reach a business plateau. A place where further growth is difficult without investing in operational change and refreshed marketing materials. For solopreneurs, figuring out which tasks can and should be outsourced for maximum efficiency and profit can be a game changer, while a small business team or nonprofit can benefit from identifying and eliminating areas of disorganization and waste.

Through our Small Business Consulting division, Celebelle is pleased to provide a fresh and experienced set of eyes to help guide you to your next level of success. Celeste Shepherd, founder of Celebelle, leads the division and brings a unique skill set to the table that includes both administrative + marketing expertise. Celeste is a problem solver who has worked in the trenches of small business and excels at finding efficiencies and untangling business problem areas.

### **Birdseye Observational Overview - ~~\$340 package price~~\***

**LIMITED TIME PACKAGE PRICE OF \$270**

In this session, you and Celeste will meet in your office to talk generally about where you feel things have gotten "stuck" in terms of business growth, discuss your processes, and go over known trouble spots.

*Includes:*

- 2 hours in-office discussion about administrative and operational practices, marketing, and known trouble spots to outline practices you can improve on your own and things that could be outsourced.
- Executive Summary Report with Observations, Suggestions, and Resource List

### **Getting Granular - ~~\$1260 package price~~\***

**LIMITED TIME PACKAGE PRICE OF \$995**

In this session, you can really get into the details of how and why you do things, what's working and what's not. This is an opportunity to go deeper than the "big picture" and dive into the minutiae of what you and your team actually do every day and how you can do it better.

*Includes:*

- 4 hours in-office administrative discussion that touches base on -
  - Operational Management
  - Staffing
  - Email Management
  - Filing (digital and hard copy)
  - Best Practices
  - Efficiencies
  - Forms/Documents
  - Bookkeeping Methods & Cash Flow Management
  - Time Management
  - Member Management (associations)
  - List Management
  - Whatever the thorn in your side is!
- 3 hours in-office marketing discussion that touches base on
  - Logo & Marketing Collateral
  - Website
  - Presence on Social Media
  - Mailing Lists
- Detailed Report of Areas for Improvement along with customized "How Tos" and a Resource List for support from Celebelle and other preferred vendors.

\*Birdseye clients receive a \$100 discount off a Getting Granular session. Session participants who go on to utilize Celebelle's Business or Creatives services will receive a 10% discount off services up to \$100.

Further growth awaits – contact Celebelle today to schedule your consultation

Celeste Shepherd  
www.celebelle.com | 615-707.0343  
celebelle@gmail.com