



MEET THE CONSULTANTS

MyZe Strategies sends seasoned business experts to provide top level training in an interactive format. Trainers who've worked with businesses on five continents for decades bring the best of what they've discovered over the years to our community.



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We work with people who want to grow...
to grow their businesses...
to grow personally...

We only work with people who want to grow.
Zé Ferreira
MyZe Strategies

BusinessTuneUp Training



product
marketing
finance
leadership



solutions that work for business

DEVELOP THE *PRACTICAL* BUSINESS PLAN THAT TAKES YOUR COMPANY WHERE YOU WANT IT TO GO.

a unique minimal-risk way to serve growing businesses
improve retention and increase revenue

SOLUTIONS

- ▲ PRODUCT REINVENTION
 - ▲ CUSTOMER ACQUISITION & RETENTION
 - ▲ BETTER FINANCIAL MANAGEMENT
 - ▲ ENHANCE LEADERSHIP
 - ▲ BALANCE AND FOCUS
- FOR SUCCESS AND PROFITABILITY



flexible solutions

HOW IT WORKS

Step 1 Choose a date, sign the agreement and pay the set up fee. MyZe Strategies sends the Business Tune Up Event Kit, a fully customized "how to" planner including:

- ▲ Timelines ▲ Checklists ▲ Promotional Materials ▲
- ▲ Social Media Plan ▲ Step-by-Step Event Marketing Strategy ▲
- ▲ Sponsorship Packages ▲ Sponsorship Strategy ▲

Step 2 Solicit the sponsors (if you want to) and promote the event. MyZe Strategies sends flyers and posters. Use the Quick Biz Quizzes and Business is Great Here contest to build up to the Business Tune Up event.

- ▲ You keep the sponsorship revenue to cover facility and food
- ▲ MyZe Strategies provides posters and flyers and supports the marketing effort

Step 3 The MyZe Strategies Team brings the workshop to your community and helps each business create a practical business plan and develop success-based questions that drive achievement. MyZe Strategies:

- ▲ Covers travel and other expenses
- ▲ Sends seasoned trainers and business experts
- ▲ Helps attendees create an effective business plan

Step 4 The wrap up includes a detailed report including insights our trainers pick up on during the Business Tune Up. Any registration revenue beyond the minimum threshold is split evenly between your organization and MyZe Strategies.

VALUE TO ATTENDEES

Each participant creates a practical business plan geared toward specific and practical ways to help improve business success in the following areas:

- ▲ Product/Service
- ▲ Marketing
- ▲ Finance
- ▲ Leadership

Participants examine the intricate balance and explore creative ways to develop and lead the team necessary to achieve growth-oriented goals in the changing economy. Each participant will also develop highly specific, personal questions that increase speed, consistency and profitability in their business.

VALUE TO INVESTORS

Sponsors are recognized on event collateral and in marketing efforts leading up to the event. This investment provides a unique way to increase your reach in the business community. Sponsors also gain unique access to growth-oriented entrepreneurs and opportunities for future business-to-business activity.

VALUE TO COMMUNITY

More successful small businesses in our community mean lower credit risks, more capital improvements, increases in sales, quality and speed in our collective ability to perform in the global marketplace. It also means dividing a greater share of the tax burden and more disposable income for programs and amenities we want in our community.

VALUE TO YOUR ORGANIZATION

The Business Tune Up provides a tangible way to increase your value proposition with businesses and helps you deliver your mission efficiently and with minimal risk.



WE WORK WITH A DIVERSE CUSTOMER BASE. HOW CAN WE HELP YOU?

MyZe Strategies works with chambers of commerce, economic development agencies and with city, county and state agencies whose primary mission is to improve economic conditions through entrepreneurship.