



Tony Shays

HelpingYourBusinessProsper.com

Creative Business Strategies
SOLUTIONS TAILORED TO YOUR BUSINESS

Challenges

In my own businesses I have dealt with numerous challenges:

- Opening a startup business
- Surviving periods of poor cash flow
- Coping with larger nearby competitors
- Dealing with stagnant inventory
- Taking over a failing business
- Attracting and hiring good employees
- Preparing a business for sale
- Negotiating the best lease terms
- Training and managing staff
- Creating eye-catching displays
- Raising capital
- Surviving in a recession
- Designing logos and graphics
- Working endless hours with little income
- Motivating independent contractors
- Working with incompatible partners
- Creating corporate identities/branding
- Dealing with governmental bureaucracy
- Expanding through mergers and acquisitions
- Consolidating operations
- Designing and building-out of office/retail space
- Finding a financially credible Plan “B”
- Rebranding a company
- Creating websites
- Writing realistic business plans
- Firing negative and ineffective employees
- Buying out a business partner
- Dealing with an office that was caught in a flood
- Owning ski shops during a winter with no snow

- Dealing with a franchisor's unreasonable demands
- Shoplifting
- Adapting to the new technologies
- Using social media effectively
- Finding the best legal and financial advisers and vendors
- Staying current with the latest advancements in my field
- Building image and how best to market a business
- Handling the rising costs of doing business

Some of these challenges I faced head-on with great success. With others, I didn't fare as well. But confronting them firsthand has given me a perspective that few coaches, mentors, and consultants have.

You can read all you want about how to handle different challenging situations, but until you work through them yourself, you cannot gain a full appreciation of what small business owners have to deal with every day.

I am committed to helping you handle these challenges with ease so you do not have to go through some of the hardships I faced.

Tony Shays 508.208.5912 direct 203.273.9801 cell email: LetTonyHelp@gmail.com