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# Military Spouse Entrepreneur Guide

March 2023

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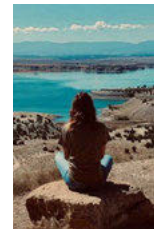
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## A Note from AMSE™'s Founder

Hello Readers,

Happy New Year to you all. I honestly can't believe it's March already and that we are entering the third-year of our partnership and collaboration with Stars and Stripes, which all started at the coffee station of a conference. It is truly unique how networking can flourish if you plant the seed and are intentional about watering and pruning as it grows.

In 2017, when I met Corey Henderson and learned about Stars and Stripes, I was captivated by his energy and enthusiasm to support the current project I was working on at the time—My Ultimate PCS App. Without hesitation, he immediately connected me with a writing team to get an article out to help spread the word about the app. And, just like Corey, much of my entrepreneurial journey has been made up of connections like this—where people just want to see you WIN.

Together, we created this guide that shares the resources and strategies that will help you WIN too. It's all pieced together from spouses JUST LIKE YOU, who have been there and want to share the secret sauce to help you thrive as a small business owner, living a life unlike many others in today's age. Many spouses here are sharing years of hard

work, research and pivots they have had to overcome so that you don't have to. All of them are mentors in their own right with vast experiences and the heart to see you WIN just like AMSE™ wants you to!

In this guide, you will find relevant content no matter where you are in business. Take ideation: this is where you have a seed that has been planted—maybe by a conversation or something you read—and it is yearning to grow, but you don't know where to start. Maybe you are at an early stage, where you are watering the seedling and are watching it lean in toward the open window, but you need more light to help it flourish. Or maybe it's time to till the soil or repot that blooming, vibrant plant, as you are growing & scaling your business.

I promise you will find something here to help you navigate through a problem or spark an idea. As I read through these resources myself, I was inspired by new ideas and started jotting down notes, and I am in my fourth year of building AMSE™ and am a multi-venture entrepreneur. You never stop learning, and that means growth at any state. I always remind my community—that I am building alongside you. We are all just in different stages.

Every single time I see the finished product of this guide,

I am in awe of how incredibly talented the spouses within our community are and how I value them deeply. Our hope here at AMSE™ is that you gain some insight, perspective and motivation to **build the business of your dreams no matter what the military throws your way**. Just as I have in building AMSE™, a community full of milspouse entrepreneurs defying the odds, breaking down barriers, building tables and busting myths globally!

-Moni Jefferson

Founder/CEO Association of Military Spouse Entrepreneurs™ (AMSE™)



Moni Jefferson, Founder & CEO of AMSE™  
Photo Courtesy of AMSE™

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## IDEATION

# Thriving Through Recession as a Solopreneur



Kennita Williams, CEO of Clear Vision Leadership Training Academy  
Photo by Bring the Noise Photography

By: Delano Saporu, Founder | Financial Advisor | CNBC Contributor, New Street Advisors Group

Reading time: 2 minutes, 27 seconds

Goldman Sachs Research estimates the risk of the economy entering a recession in the next year is 30% in the U.S. As independent workers, our entire livelihood depends on getting clients and getting paid for our services. The word recession could induce fear, as we may see budgets being cut and clients spending less.

As independent workers we enjoy the freedom to live life on our own accord, but now have to prepare for the potential impact of an economic downturn.

Fortunately, for you, we have tips on navigating a recession and—not only surviving—but making your business flourish during unstable times.

First, let's cover the impact of a recession on your business. In short, each economic turbulence will affect freelance industries differently. Some companies may cut their contractor budget, while others may not only keep it but increase it while letting go of full-time

employees. Make sure you get a sense of your industry's tendencies if you work with corporate partners. If you sell to individual consumers, you may see a downturn in referrals or inbound leads. This means you must not only increase customer acquisition but look into current client strengthening techniques.

## Tips to Recession-proof Your Solo Business

### 1. Sign clients on a retainer or recurring payment

One of the scariest components of a recession is not feeling confident about when the next check will come. One way to combat that is to obtain scheduled income by signing retainers or long-term projects with new or existing clients. Package your services to include work that gets paid in scheduled, long-term increments. For example, if you are a freelance consultant, you can project the timeline of work needing completion and offer different increments of payments for 3 months or 6 months.

### 2. Limit expenses if they do not yield ROI

Let's face it; for the most part, anything we need to do as independent workers can be done with a free or near-free tech stack. In good times, we add paid services to meet demand and scale. Similarly, in uncertain times, it will save money to cut

business bills or subscriptions to save cash. Some good examples of that might include: networking conferences or downgrading to a free CRM.

### 3. Extend skill set or offer various services

Evolution as an entrepreneur is probably the most underrated skill. Adding new skills or services you can offer to your clients will only make the relationship stickier. Being able to offer needed services is critical for obtaining new clients during a recession.

## Final Thoughts

The road ahead may be uncertain, but there are ways to navigate the uncertainty with confidence. Sticking with these tips and tapping into your freelancer network for encouragement will be essential over the next six months. Use the information at your fingertips to come out on the other side better than ever before.

**AMSE™ Action Item: Get more of Delano's powerful advice on the AMSE™ Blog! Search for "AMSE™ Masterclass Recap: Business Development And Strategy With Delano Saporu." Are you a premium member? If so, you can access Delano's Masterclass replay through your portal!**

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IDEATION



Nicole O'Brien Founder of Unique PL&Z  
Photo Courtesy of AMSE™

# 7 Steps for Building Your Business on Solid Ground

By: Kara Varner, Founder & CEO of A Platinum Resume & Career Services / Career Academy, LLC

Reading time: 2 minutes, 51 seconds

Whether you are a newly minted entrepreneur or a seasoned business owner, there are a few basics that create the foundation for building a successful, profitable, and sustainable business as a military spouse, in any economic environment. Here are 7 non-negotiables to maintain, sustain, and scale a profitable business:

**1. Your Why:** If you haven't already, take the time to define your "why"—why you want to start a business. If you are already an entrepreneur with a business, it's a good idea to revisit your "why" every year to stay focused. Getting clear on WHY you are in business will provide the motivation and inspiration you need to succeed during challenging times. One way to answer this question is to ask yourself, "What will it mean to me and to my clients if I am able to achieve my business goal?" Your

"why" may also center around quality time, financial control, becoming location independent and mobile, making an impact, going on vacations, or creating a legacy for your children.

- 2. Business Dream Life:** Once you know your "why," it is time to define what your "business dream life" (BDL) would look and feel like. This may seem like an inconsequential step, but it will drive you in times of challenge and allow you to set boundaries so that you can avoid burnout. Are you setting business and revenue goals that align with achieving your BDL?
- 3. Business Model:** In the beginning stages of your business, and even years in, it is important to define and redefine your business model and systems (e.g. Customer Management System, Invoicing and Payment Collection System, Accounting System, and Client Contact System). Make sure to test your customer journey, conversion methods, service delivery, "sweet spot" pricing points for your

service, (so that you make a good profit), and your follow-up process for client retention and referrals.

**4. Prospect to Client**

**Conversion:** Do you have a solid process for converting a prospective client into a buyer? Do you employ telephone or Zoom consultations, rely on an online sales funnel, or conduct workshops or webinars? Can you define your conversion process from the top of the funnel to the bottom? Are you missing some steps? How long does the client conversion process take?

**5. Your Competitive Edge:**

What do you bring to your business/service that differentiates you from your competition? Is your service faster, higher quality, less expensive, more detailed, or easier to use than other services similar to yours? Do you have more credentials and years of experience that increase your credibility? Have you considered increasing your client interface and developing a "high touch" service experience for your clients?

**6. Nailing Your Social Media & Marketing:**

Decide how you are going to create and deliver content that attracts your ideal client and reaches your audience. Will it be a blog, a podcast, article contributions, or maybe YouTube? Next, research and identify where your clients prefer to "hang out." Start with that platform and master your content delivery there, and then move on to a second platform.

It is better to have exceptional content on fewer platforms than weak, unprofessional content on every platform.

**7. Knowing Your Numbers:**

There are several key areas in which you should be tracking and continually analyzing your business numbers:


- Prospects In, Conversions, Buyers.
- Number of Needed Clients
- Money In, Expenses, Profit & Loss, Revenue.
- Budgets for Advertising/ Marketing and Client Acquisition.
- Profit Margin for Your Service.
- Labor Hours vs.. Individual Sale (how much time you spend on each client).

In the midst of following these steps and keeping up with the daily demands of running your business, remember to HAVE FUN! Loving what you do is one of the most fundamental keys to a sustainable future as an entrepreneur.

**AMSE™ Action Item: Complete a SWOT analysis in the Building your Business the AMSE™ Way curriculum in the getting started in your membership portal [www.amsemembers.com](http://www.amsemembers.com).**


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**VETERAN-OWNED BUSINESS**

## IDEATION



Kella Price Consulting Group, Healthy Fit  
Photo Courtesy of AMSE™

## Personal Core Values as the Foundation for Business Ideation

By: Crystal Abitz, MA,  
CEO of Legacy Wellness, LLC

Reading time: 3 minutes, 20 seconds

Beginning or continuing an entrepreneurial journey is no easy endeavor, especially in the current economic climate and for those of us who already wear many hats. Take a moment and reflect on where you are in this journey and where you want to go, personally and professionally. Inspiration and motivation are great, but what else does an ambitious person need to fuel an entrepreneurial spirit and bring dreams into fruition?

The answer is simple, yet often overlooked.

Keep in mind that business ideation and development can be a dynamic—and possibly emotional—experience. If people are not rooted with a solid foundation, they are more likely to over-extend themselves by trying to force other people's suggestions into their business plans. If people are not strong in their personal values, their business development is more likely to drift away from their missions and visions. A person could have all the inspiration, motivation, and resources available, but efforts would be futile without a commitment to personal values.

### Personal Core Values Are the Cornerstone of Business Longevity

Preparing for a healthy entrepreneurial journey begins with identifying personal core values. According to “The Self-Confidence Workbook” by psychologists Barb Markway and Celia Ample, “Values are the principles that give our lives meaning and allow us to persevere through adversity.” Personal values are the core of who we are and who we will become. When we identify our values and build a life aligned with these values—a lifestyle that nourishes and supports these values—we feel fulfilled and are overflowing with a youthful zest for life!

Self-doubt and criticism can be considered the silent killer of business ideation. An entrepreneur whose business is rooted in their personal values can effectively navigate challenges and negotiate with their inner dialogue. Personal values change with experiences and stages of life. Experiences and interactions shape who we are and who we are becoming, just as much as our inner dialogue shapes us.

How are you? I ask this question often—of myself and of others. But now I ask a different set of questions:

- WHO are you?
- What are your personal values?
- How did you grow into the person you are today?

These are big questions when given time and thought. It's easy to breeze through these types of questions and brush them aside after a quick glance. That's not how this works. We need to do the deep work in figuring out who we are and who we want to become. By identifying your personal core values and incorporating those values into the ideation and development of your business, you are doing the deep work! You are your legacy, and you're doing the work to leave behind a legacy worth sharing.

### Identify Your Top 5 Personal Core Values

Take a piece of paper and pen to a quiet, grounding space where you feel

most connected with yourself. Have a quiet moment. Write all the words and phrases that give you all the energy you need to smile and feel at peace with who you are and how you are. Now consider and write responses to these questions:

- What do you value in yourself, in others, and in life?
- What are your main sources of inspiration?
- Who inspires you? In what ways?
- What books, podcasts, videos, magazines, etc. inspire you and guide you?
- How do you want people to remember you?

Reflect on your list. Circle the five words or phrases that are most powerful for you. These are your personal core values.

### Nourish Your Personal Core Values

What can you do daily, weekly, or monthly to engage with your personal values and give them strength? Have you already been nourishing your personal values? What could you be doing differently in your daily life to align yourself with your values? I invite you to invest your time in identifying daily habits that will nourish your values. Connecting with ourselves is incredibly challenging amid the chaos within our current world. Take time away from technology, news, and other distractions or influences, and invest in experiences, interactions, and opportunities that bring joy and a sense of fulfillment. Reset yourself. Be the person you desire to be, and build your business with a solid foundation—your personal core values.

**AMSE™ Action Item: For more ways to prioritize your health, wellness, and values as a business owner, download our November 2022 Action Guide under the “Our Free Resource” tab on [www.amseagency.com](http://www.amseagency.com).**

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IDEATION



Photo Courtesy of AMSE™

# Mentorship for the Small Business Owner

**By: Franchette A. Dyer,**  
CEO/Founder of Vetech  
Business Services, LLC

**Reading time: 3 minutes,**  
**23 seconds**

Since the pandemic, small businesses have had to pivot, close and even re-evaluate or sell. The decision can be overwhelming and leave you feeling as if you have failed, though often that is not the case. Many small business owners needed to make these difficult choices. Having a mentor can help you find firmer footing and can make all the difference when faced with making difficult decisions.

## Importance of Mentorship

Mentorship can help you improve your professional skills. Your mentor should assist you in gaining a better perspective on what direction you want your business to grow and how to reach your entrepreneurial goals. A mentor can help you plot a successful path for your small business or—in some cases—aid in its demise. Therefore, the selection of a mentor is extremely important. Many small business owners choose a family member, friends or individuals referred to them without doing their research.

Your mentor is not just there for “the now” but for the future of your business. You must carefully consider both the mentorship type and characteristics of the individual before selecting a mentor who is the right fit for you.

## Which Mentor Type Is Best for Your Business?

Here are three types of mentorships that you can consider:

1. One-on-One Mentorship can be found through a program that you are matched with. For example, a “bootcamp” is a great place to attend as an entrepreneur. These camps allow you to grow your business and network to find potential mentors that best match your business goals.
2. Distance Mentorship is where the mentor resides in a different location. This type of mentorship is good, but you will need to consider the time zone and the compatibility that comes with your business goals.
3. Group Mentorship is a single mentor matched with a cohort of mentees. This might be the right fit for you if you learn from many

voices and don’t mind less one-on-one help.

## Characteristics of a Mentor

When searching for a mentor, it is vitally important to decide what traits that person needs to possess before you agree to give them that title. So many business owners never take the time to really interview their mentors, and this can lead to struggles and feelings of defeat. While great mentors can be highly valuable to your small business, as they can give you perspective on points you just can’t see, the wrong mentor can actually hinder your business’ progress.

### What characteristics should a good mentor have, then?

1. Your mentor should be knowledgeable about your business and understand your needs as a small business owner.
2. Your mentor should encourage you to attend different training and business-enhancing events. These training sessions/events can be matchmaking opportunities where you get the chance to speak with agencies about conducting business with them.

3. Your mentor should encourage and assist you in finding ways to accomplish your business goals. They should also be holding you accountable to milestones and goals you both set to help your business’ progress.

4. Your mentor should establish and enforce regularly scheduled, monthly meeting times, during which you discuss your roadblocks as well as your success stories. If you both are making excuses not to meet and the goals are not being obtained, you need to get a new mentor.

5. Your mentor should want to see you succeed. This means ACCOUNTABILITY for both individuals—the mentor and mentee. If you do not take the time to invest in your business, why should a mentor?

Think you’ve found the ideal candidate? Ask yourself if your potential mentor:

- Pushes you to be your very best.
- Teaches you to be bold.
- Shows you how to “own the room.”
- Encourages you to be present.
- Helps you work out a game plan for in-person or virtual events.
- Clearly knows and shows interest in your business.


While viewing mentorship as an incredibly important ingredient in the recipe for your business’ potential for achievement, remember: “Be careful who you trust. Salt and sugar look the same.” If your current mentor isn’t sweetening your success, don’t be afraid to go back to the pantry for a different option.

**AMSE™ Action Item:** Want more resources on connecting with other professionals who have “been there, done that”? Download AMSE™’s April 2022 “Mentorship and Masterminds” Action Guide under the “Our Free Resources” tab on [www.amseagency.com](http://www.amseagency.com).

## Evaluating Your Mentorship Choice

Don’t be afraid to interview multiple mentors before making a selection. Be picky. Do your research; don’t just accept the first mentor suggested, as the first person through the door is not always the best.



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IDEATION



Photo Courtesy of AMSE™

# Conversation: A Tool for Taking Concept to Action

**By: LaPora Lindsey,**  
**Motivational Speaker | Coach | Author**  
**Reading time: 2 minutes, 58 seconds**

When it comes to entering into or problem-solving within entrepreneurship, you can't think of everything on your own. The business world is too complex and too dynamic to transform your ideas into action by yourself. Organic conversations are one of the most efficient ways to find new ideas and solve problems. Even if you have a clear picture of the problem and a solution in front of you, you'll generate better results by talking to someone else. So, let's talk about how to start conversations that can lead from concept to you setting goals and making plans to bring those ideas into reality.

These conversations can be held with anyone you trust: a mentor, friend, or family member—ideas can birth action

<i>My Idea</i>

in all types of conversations. You will want someone who will not only listen to you, but who can also offer a healthy challenge to your perspective.

Here are three tips to keep in mind as you engage in conversations that can lead toward defining your next steps:

## Reach Out to Seasoned Entrepreneurs for Informational Interviews

Informational interviews are one of the most effective conversations you can have. You are talking to someone who has "been there and done that."

Not every conversation will happen naturally, especially if you are looking to speak with someone who has already accomplished something that you aspire to. Whether they are near or far, create an opportunity to reach out to your mentor or other professionals. You can ask if they have 15 to 30 minutes to share the steps that they took to get to where they are in their business. Be sure that you and the other person know what the topic of discussion is before the meeting starts.

Chances are these individuals have made a lot of decisions that led to unfavorable and favorable outcomes, so why not chat with them and perhaps gain guidance so that you can shift some of your business ideas into actions? You will gain expertise from someone who has already experienced the journey and will potentially find strategies to implement in your business.

## Take a (Business) Class or Join a Club

Conversations can be scary. No one wants to hear that a business idea isn't

the right one or that it needs more work. But the fact is, no idea is foolproof, and we could all use a little help. Place yourself in a position to exchange ideas. You can take a class or join a club; this gives you the opportunity to develop relationships over a period of time which can lead to potential collaboration.

I have been in conversations with others where I not only gained clarity but also some help. From collaborations to beta testers to a bartering system, so many opportunities were presented to me from simply having a conversation about an idea.

As business owners, we all have a lot to offer and can greatly benefit from others. What better way to know what you can bring besides talking to others to understand their needs and share yours? Your next action step could be waiting for your next conversation.

## Bounce Ideas Off of Friends and Family

Sometimes family and friends are the hardest to approach with budding ideas, but that challenge could be just what we need. If and when you find yourself stuck on how to bring an idea to reality, share with a trusted friend or family member. Even their dissent could be the perfect, inspirational argument for how you can make something work.

Business owners are inundated with ideas on how to launch a program or product, how to gain more clients, or how to create an email marketing campaign. When we keep ideas to ourselves, we limit our perspectives and potential. Sharing ideas through conversation within our community of budding and established entrepreneurs gives us practice in clarifying our thoughts and a chance to hear how

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others interpret our ideas. Start sharing your light bulb moments and other ideas with trusted individuals to transform your concepts into action and your business dreams into reality!

**AMSE™ Action Item: Did you know AMSE™ already has the perfect conversation space set up for you? Sign up for Virtual Coworking in the events section on your membership portal at [www.amsemembers.com](http://www.amsemembers.com).**



IDEATION

# Discover Your Niche



Devan Robinson CEO of Developing with Devan  
Photo by Millspace Photographer, Nicole Lockhart Photography

By: Jessica Bowman, MPP | Owner of Blue Ridge Content & Strategy

Read time: 3 minutes, 3 seconds

Service-based entrepreneurs sometimes hesitate to choose a niche market for their business out of concern they are limiting their chances for success and growth by narrowing in on a specific type of customer. Such caution is unnecessary when the right planning and research are done. In fact, choosing a niche market may ultimately lead to more loyal customers who need your specialized services. The niche market approach might give you and your customers more satisfaction as you share an interest and provide for a need!

## What is a niche?

A niche market is one that is focused on a specific type of client or business. Service-based businesses with a niche market target clients and businesses with a unique set of needs or desires. Demographics, location, and values are a few categories that can be used to identify a niche market. In some instances, military spouse entrepreneurs can choose a niche market based on personal experiences and knowledge gained by the military lifestyle and duty locations.

Discovering a niche market is not difficult. Here are three steps with some questions to consider that will help you get started:

### 1. Name your ideal customer

With whom do you want to work? Do you have a dream customer? Consider the traits of your ideal customer. You may like to work with customers in a specific industry (e.g. restaurants or nonprofit organizations). You may prefer to

work with customers in a specific location (e.g. a state or region) or type of location (e.g. remote duty locations or mountain towns). Maybe you are interested in serving customers with certain interests or values (e.g. political candidates or lifestyle bloggers). Naming your ideal customer helps you connect your personal passions and services with customers who will appreciate your expertise and interests.

### 2. Find a need you can fill

Is there a group of customers who are underserved and meet your ideal customer description? If so, you just might be on the right track to discovering your niche. Think about your ideal customers, and make a list of the needs you can fill for them. As you make the list, consider the traits that make the niche market special and unique. What can you offer these customers that a generalized service-based entrepreneur in your field cannot?

For example, consider a resume writer and editor for veterans. Most resume writers are not well-versed in military jargon and cannot easily translate military experience to civilian terminology. It takes a specially trained and experienced resume writer to assist this niche market.

Note: It is okay if you find an unmet need for your niche market, but you require some extra training to assist! That is part of career development. Explore and take advantage of opportunities to gain the knowledge you need or to polish your skills so you can properly serve your customers.

### 3. Research your competition

Take the time to do an online search for businesses like yours that serve your niche market. Your competitors will include other niche market-focused businesses and businesses that provide the same services without focusing on the niche market. You may find that you have several competitors or that you have very few.

Once you identify your competitors, take the time to learn about how they serve your niche market. What services do they provide to your niche-market? Are they the same services you offer? What do they charge? How do they market?

After you have some good data and information for your competitors, determine how you differ from your competitors. Is there a different approach you can take with the niche market? What sets you apart from competitors? What attracts your niche market to hire you over your competitors? This research can help you predict your potential success with your niche market.

## Final Thoughts

Discovering and choosing a niche market for your service-based business can be one of the best decisions you can make as an entrepreneur. Providing services for a niche market can identify you as an expert in your field by your chosen group of customers. If you are stuck trying to find a niche market, start with thinking about your personal experiences as a military spouse. Military communities are full of niche markets. Reflect on the unique needs of military families, the diverse geographical locations of military installations, and the

social groups you have been a part of within the military community, and you'll be on the right track in no time!

**AMSE™ Action Item: Put your niche market ideas down on paper by downloading our Buyer Personas worksheet in the Business Blueprints section of your AMSE™ member portal at [www.amsemembers.com](http://www.amsemembers.com).**

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## IDEATION



Caitlin Johnson Founder of  
Caitlin Audrey Creative  
Photo Courtesy of AMSE™

# Where Does Your Potential Client Digitally Hang Out?

By: **Catrina Mitchum, Owner of Catrina Mitchum Learning Design**

Reading time: 3 minutes, 23 seconds

With the influx of solopreneurship, coaching businesses, and other service-oriented online businesses, being “found” can feel like a giant mountain to climb. The goal here is to make sure we’re finding the digital spaces in which our potential clients are spending their time looking for the type of services we’re offering.

So, who is your client and what do they do? Having an understanding of the type of client you want to work with and where you might reach them can help you create a focused content strategy that won’t burn you out and still allows you to be yourself. As military spouses, trying to build or run a business with the many other roles we have, often with little to no support, can be exhausting. It’s critical to have a focused strategy that has the most impact without draining us.

## What is your potential client looking for that might lead them to you?

While specific to you, your client, and what’s going to create that connection, that question can be answered by looking at client personas, i.e. the ideal clients/customers for your business.

To get started, do some basic market research by collecting information about your potential clients and the problems you might solve for them.

Ask yourself the following questions:

- What are the **characteristics of this person** you want to focus on as your potential client? Focus on their job titles, other roles they play, core values, decision-making capacity,

age, etc. (Since military spouses are at the whim of the military’s demands, consider how your location does or doesn’t impact the location of your potential client.)

- What is the **problem**, and how does it play out for this **specific group**?
- How are **YOU** solving it?
- How are you solving it for this **particular group**?

**The other part of this question focuses on delivery:**

- What kind of content is this group interested in?
- Do they prefer written, audio, video, images? This is a tough one—and the place that creates the greatest risk for becoming too narrow and making too many assumptions—but think about what you’re offering and the type of medium that they are more likely to gravitate to.
  - » For example, if your goal is to work with parents, thinking about what their day-to-day lives are like can help you narrow it down; those with time constraints and children running around might prefer a reel to a 30-minute webinar.

## Where are they looking for those solutions or that content?

You have a lot of different options for marketing nowadays, and most experts suggest social media marketing. That’s an exhausting list of potential places in which your client might be spending time. To determine where to look, it can be useful to create search terms that your client might be using to find information that would lead them to your services. Again, exhausting, so you can either start with a more generic

Google search or start with the social media platforms you frequent.

Before you do this, you’ll want to write out the question they’re looking to answer, (see your problem identification point above), and create search terms. The search terms you use are critical because you’ll be using them to locate the places your clients might be digitally hanging out. The important bit for this step is the search terms. You want to step into your potential client’s shoes and see what’s out there and where before jumping in with your own strategy.

- For example, if you want to start generically with Google, and one thing your potential clients have in common is that they’re parents looking to make extra money by selling courses on something they know a lot about, you might go search for “course creator” or “new course creator” or “busy course creator” or “course creation side hustle,” and see where those results are being hosted. Are they on YouTube? LinkedIn? Privately hosted blogs?

Alternatively, if you spend a lot of time on Instagram (or any other platform), you can use the same search terms and see how many results there are. If there are a lot of folks selling on there, don’t be discouraged; take it as a good sign that’s a place that your client might go. If not, try a different platform. You’ll notice those search terms get more specific, and, as that happens, there are fewer and fewer results. If you don’t get any results when you become super narrow, look at the broader results, and see if there are similar but not exact results to your offer.

The goal with this whole process is to break down a content strategy that you can slowly build upon. Creating a single client persona that allows you to write search terms that your potential client

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might actually use in order to create a focused content strategy will provide you with manageable steps to climb that service-based business mountain.

■ **AMSE™ Action Item: Hungry for more help on finding your client base? Sign up for our All-Access Pass, and watch the replay of Maria Elena Duron’s “Reach Your Customers Online: Growing with Google” Masterclass On your membership portal at [www.amsemembers.com](http://www.amsemembers.com).**

## STARTING

# How Strategic Branding Can Help Your Business Stand Out in an Oversaturated Market



Stefanie Sessoms Photography by Steffi Sessoms  
Photo by Melanie Atenzio Fine Art Photography

By: Morgan Specht,  
Brand Strategist | Designer,  
Specht & Co. Creative Studio

Reading time: 3 minutes,  
17 seconds

Roughly 42% of military spouses stopped working during the COVID-19 pandemic, and an even larger percentage were forced to reduce their work hours due to inability to find childcare and difficulty securing new jobs after a PCS.

As a result, many spouses have turned to entrepreneurship and starting their own businesses. This seems like an innovative and fool-proof solution, but there's just one problem: competition for small businesses has skyrocketed in recent years.

Nearly 5.4 million applications were filed to form new businesses in 2021. That's an increase of 53% from pre-pandemic years, and the

[highest number in recorded history](#). It's safe to say that no matter what industry you're in, the market is more saturated than ever.

So how can you stand out when there's so much competition? Through strategic branding.

## Brand Identity vs. Strategic Branding

When most people think of branding, they think of their visual brand identity. This includes things like your business's logo as well as the colors, fonts, and imagery that you use.

One common practice for new business owners is to DIY their visual identity using a combination of Pinterest, Canva, and premade templates from places like Creative Market. This will certainly check the proverbial box of "create a nice looking brand," but will it help you increase revenue and grow your business? Probably not.

That's where strategic branding makes all the difference. Strategic branding starts by defining your brand's purpose, mission, vision, and values. With those in mind, you are then able to define your unique position within the market. The process for this includes getting to know your ideal audience, auditing your competition, and identifying your unique differentiation factor.

Once you know your audience inside and out and can clearly identify what your business stands for and what makes you different from your competitors, you're able to craft a winning visual identity that will stand out no matter how saturated of a market you're in.

## Your Brand is for Your Audience - Not for Yourself

The biggest problem with jumping straight into the visual design aspect of branding and skipping the strategy is that, nine times out of ten, it fails to take your audience into consideration. This is a misstep that has the potential to put a serious damper on the success of your business.

When you're in a hurry to design your brand, get your website up, and "open the doors," it's easy to quickly create your brand around what appeals to you. The problem here is that you are probably not your own ideal audience. As such, the colors, fonts, and imagery that catch your attention may not catch the attention of the clients or customers you're trying to attract.

Following a strategic branding method ensures that your audience remains your top priority when creating your visuals, so that when an ideal client comes across your brand they immediately connect with it and want to know more about your business.

## Branding Doesn't Stop with Your Website and Social Media

Your website and social media will likely be the first places that you apply your new visual identity. And—don't forget—your brand's purpose, mission, vision, and values that you've defined during the strategic branding process should be evident across both platforms.

Many businesses stop there and are able to find a decent amount of success, but I would

encourage you to take it one step further. You have a unique opportunity to set yourself apart from the competition tenfold by continuing to use your brand across every interaction with your ideal audience.

In the branding world, we call these brand touchpoints. The more well-branded these touchpoints are, the more you'll be able to reinforce your brand and build the "like, know, trust" factor that is so important when building a rapport with your audience.

Common missed opportunities for brand touchpoints include things like custom email signatures, branded invoices and onboarding documents, sending custom thank you cards, and a well-branded email newsletter. These things serve as a constant visual reminder to your audience that you're a true professional who deserves to be trusted with their business.

If you're able to strategically craft your brand and use every brand touchpoint as an opportunity to show your audience why your business is a perfect fit for their needs, it will be a no-brainer when it comes to deciding who to hire or who to recommend to their friends and colleagues, no matter how stiff the competition might seem.

**AMSE™ Action Item:**  
For more on brand touchpoints and building that unique business identity, watch Nicta Cuevas' "Build Your Brand with Confidence" Masterclass replay available with our premium membership through the member dashboard  
[www.amsemembers.com](http://www.amsemembers.com).



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STARTING



Kirstin Navaroli CoFounder of Wives of the Armed Forces  
Photo by Military Spouse Jacy Overstreet Photography

**By: Kirstin Navaroli, Co-Founder & COO | Wives of the Armed Forces, LLC**  
**Jen Ferrell, Co-Founder & CMO | Wives of the Armed Forces, LLC**  
**Reading time: 2 minutes, 33 seconds**

**Branding.** One of the very first hurdles for an entrepreneur to jump over. But surely it's not the biggest hurdle, right? Right. It might not be the biggest, but the nuances and impact your branding can have on your business can't be taken for granted when you're in those initial stages of working through your business plan or gearing up for a big launch. That is when you will be looking for your bought-in community of customers to be there, ready and willing!

Let's talk through a few tried-and-true strategies to help jump this hurdle and continue the race to a successful business.

**Know Your Audience**

This starts with you. When you created your business/product/community, what was the goal? Who were you hoping to help or serve? What are you wanting them to take away from your business? What emotions? What change? This is where a mood board can be helpful as a guiding light. There is so much noise out there right now, and if you just try to get out there without knowing who you are as a business, your customers will sense that. On the flip side, if you have a solid understanding of what you want in all those categories, customers will be eager to buy in and stick around for more because they trust what you are bringing to the table as YOU, not simply selling out for a trend.

This may seem like a simple strategy, but having this clearly defined from the

beginning and using it to drive your business decisions—with confidence—will save you hours of worry down the road.

**Niche Down**

Now that you know them, don't be afraid to commit to them! SEO will serve you best if you niche down. Don't panic; this doesn't mean you're going to lose the opportunity to "go viral." It *actually* means you have a better chance of that happening. If you're niched down and are speaking to your engaged audience, they will market for you. Take your time to really excel at your one thing. Kill it. Be the leader doing just that. Again, get your community bought in on you. Then down the road, you can look into expanding to that next thing, and you

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# Discover a Devoted Community Through Branding

will be able to bring what you have built with you! It's really that simple; you won't have to beg for likes, comments, or shares because the language you're speaking resonates with the group you created this business/product to serve. They'll want their buddies out on the internet to find comfort in what you're offering too.

advantage of the anonymous question box option on Instagram. Aside from Instagram strategies, you can run polls on Facebook or incentivize your community to complete a survey with an opportunity to win a freebie.

**Tip:** we've done gift cards in the past and try to time it around the holiday season when shopping is at its peak.

**Stay True to Your Mission**

Just because everyone else is doing it, doesn't mean it's best for you and your brand. Remember how we touched on knowing your audience and speaking to them? Stay the course!

Revisit your "why" often, and run a little quality assurance on your business model and strategy to make sure it aligns with it. If you find yourself stuck or frustrated with how to communicate or sell to your audience, get creative with ways to engage them and ask. Find where they are. Are they on Facebook, in email, or on Instagram? If you want to provide more comfort for your community, take

In this digital world, putting that energy into your online platforms and creating a digital footprint for your business is crucial. Confidence in the "how" is a huge force that will drive your business forward. Take these tips, and know that there are people out there who need you and what you are sharing in your corner of the internet. You've got this!

**AMSE™ Action Item: For more key marketing and branding strategies, visit the AMSE™ Blog on [www.amseagency.com](http://www.amseagency.com) to read "Branding Made Simple with Phil Pallen."**

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# How Social Media Can Help You Stay Relevant

## When No One Is Knocking at Your Virtual Business Door

By: Michelle Bowler,  
Content Creator | Owner of The  
Waiting Warriors

Reading time: 3 minutes, 27 seconds

It's no secret that military spouse entrepreneurs face a number of extra hurdles. If you add a slower economic climate and worldwide pandemic, it can be easy to feel deflated. The upside of the pandemic is that it resulted in over a 10% increase in social media users globally, which is over 376 million users. In North America, 76% of the population 13 and older is now [active on social media](#). With that in mind, instead of just accepting the status quo during a potential recession, let's instead learn some new skills to help you jump ahead of your competition. Using social media will give you access to a low-cost way to build your relationship with your potential and current customers which will, in turn, help them know, like, and trust you. This is a proven strategy to not only bring in more revenue—regardless of the economy—but to build a lasting business.

Before you immediately turn the page because you believe your customers aren't on social media, you refuse to be ridiculous on TikTok, or think it's simply too much work, let me show you how it can actually be the complete opposite. Here's how to create a social media strategy that will keep your business relevant and something you will love and enjoy, without having to dance to a trending song or share your entire life:

- 1. Decide on a clear niche.** You need to know exactly who you are talking to on social media, so write down who your ideal customer is. Work out all of the demographics, but also pay a lot of attention to the psychographics, (i.e. What are their problems? What do they care about? What are their needs? etc.).
- 2. Optimize your bio or "about me" to share what you do and who you do it for.** At the bottom, include a contact link to make it easy for people to work with or buy from you. For platforms like Facebook

or YouTube, make sure all of this information is on your cover photo.

- 3. Think of being on social media as a space to participate instead of promote.** Will you share your offer? Definitely! But no one will volunteer to follow a billboard. Give value and participate in trends, even if it's just sprinkled into your content. This doesn't have to mean using the most popular song, sound-bite, or dancing, but you should be talking about relevant and current topics for your niche.
- 4. Create content that rotates through 3 things: Connection, Education, and Selling.**

**Connection:** Create two kinds of content for connection. One: something that makes them laugh, playing on "inside jokes" that only your niche would really understand. Two: something that strikes their heart. Remember, you want to create dialogue—not a monologue.

**Education:** Here you want to create content that clearly serves your ideal customer. You can think of all the "simple" or FAQs people ask you, or use a resource like AnswerThePublic.com. Using a few keywords for your niche, you can see the most frequently asked questions for them. Then create content addressing these topics and questions, and engage with people in the comments. You'll probably get even more FAQs from what people comment and DM you about.

**Selling:** While social media is primarily for participating and not just promoting, your niche and audience do have a problem that you solve! As you build a relationship with people and they grow to know, like, and trust you, they will want to work with you to solve those problems. You have to share your offer! If you ever start to feel like you are getting annoying, remember two things. First, an average of 5% of your audience sees everything you share, so if you only share your offer once a week,

that means it could take months before someone sees it. Second, if you use this strategy, your content will be drawing in people who need your help. Don't leave them hanging and deny them your special skill set which will improve their lives.

- 5. The final and most important part of your strategy is to bring your or your business's unique personality and core values into your content and social media presence.** If you are quirky, calm, adventurous, organized, and so on, don't be afraid to show it. It not only helps you stand out from your competition but continues to grow the know, like, and trust factor in your relationship with your potential customers.

Regardless of your business and industry, social media can be a simple way to connect with your clients, even while the rest of the economy and your competition are slowing down. Through the 5-step strategy shared above, you can grow your relationship with potential customers so they know, like, and trust you before they ever walk through your virtual business doors.

■ **AMSE™ Action Item: Add to your social media repertoire of skills with Moniek James' "The '3S' Method for Using Your Social Media Channels" on the AMSE™ Blog located on [www.amseagency.com](http://www.amseagency.com).**



Amanda Bechard Founder of Budgeting Babe Co.  
Photo by Military Spouse Dyal Studios

# OWNING UP



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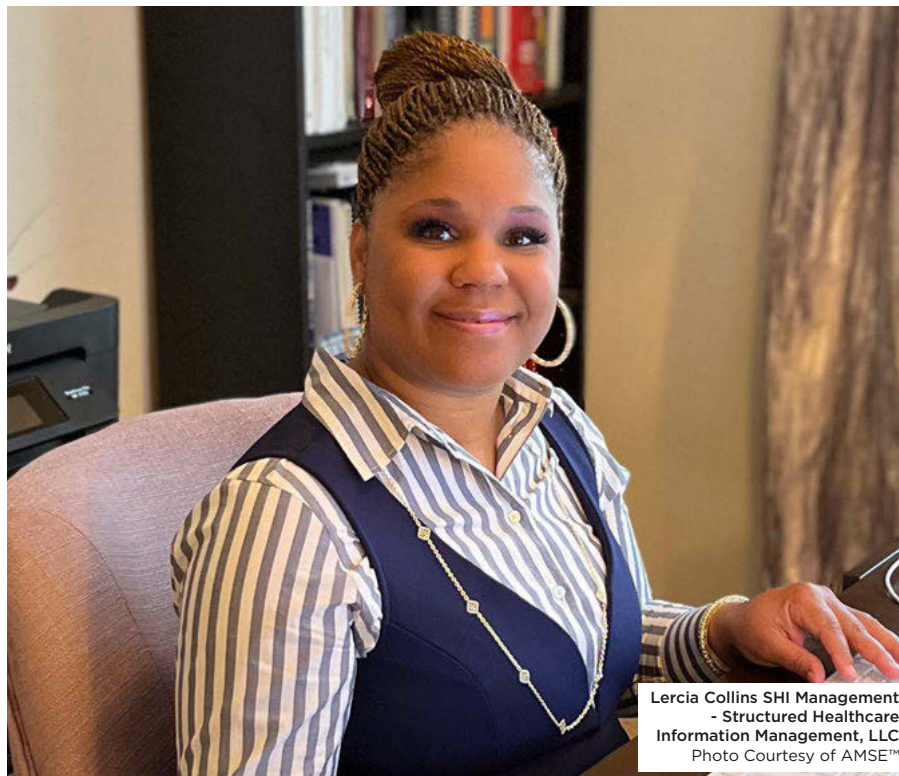
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## STARTING



Lercia Collins SHI Management  
- Structured Healthcare  
Information Management, LLC  
Photo Courtesy of AMSE™

# DIY Public Relations Tips For Your Small Business

- **Help A Reporter Out (HARO)** is an online platform that connects journalists and bloggers with expert sources. With the free account, three times a day, you'll receive an email informing you about journalists who are looking for sources and what they're looking for. If you see something that matches your business, contact the journalist.
- **HubSpot** boasts a single access point for their PR resources, ranging from press release templates to best practices and more.

## Hire an Experienced Student

The Student Marketing Agency was created by a marketing instructor, Benny Traub, who saw his students struggling to find full-time employment after graduation and small businesses only able to afford low-cost PR help and wanted to help them meet each other's needs. The agency provides part-time employment for students honing their craft while reducing the cost of marketing for small businesses.

Oftentimes, when entrepreneurs begin to feel successful, it can be easy for them to forget to nurture their PR strategy. While standing on a soapbox and speaking into a megaphone is a great way to draw attention to yourself, it's not sustainable in the long run. Generating buzz does not need to be constant—nor does it need to cost as much as eight years' worth of Frappuccinos per month—but it should be consistent in order to build a trusting relationship with your customers.

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**By: Danyelle Carter, Principal of Her Communications Agency**  
**Reading time: 2 minutes, 19 seconds**

Did you know small business owners pay, on average, \$13,000 a month to receive maybe 20 hours of work a week from a PR agency? That's 3,250 tall Starbucks Frappuccinos at around \$4 each! Yum! But focus and try generating that buzz on your own.

The beginning process of planning or launching a small business can be the most difficult, especially when it comes to managing public perception. Whether you have a business idea or you've just started selling your first products or services, these do-it-yourself PR tips can help you process and progress your business at a fraction of the cost of using that PR agency!

## Allow Others to Share Your News

Take advantage of free social media sharing links, allowing online readers to

share your news to Facebook, Twitter, LinkedIn and other popular sharing sites. Create positive conversations around your business brand by engaging and building relationships with your audience to keep them hitting that "share" button!

## Use Your Business Twitter to Pitch a Journalist on Twitter

Many reporters respond more quickly to social media messages than to emails. Pitch a journalist on Twitter, but make sure you keep it short. More than half of writers and editors in all industries prefer pitches between 100 and 200 words.

## Utilize Free PR Resources

- **PR Newswire** offers a free, online PR Toolkit for small businesses. It includes press release writing tips and templates, along with demos and webinars. You'll find it at [SmallBusinessPR.com](http://SmallBusinessPR.com).

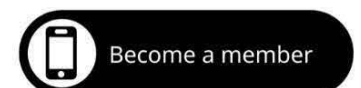
**AMSE™ Action Item: Want more marketing techniques from one of the best? Listen to Season 3, Episode 13 of AMSE™'s "Owning Up" Podcast to hear from Stars and Stripes Multimedia Consultant Corey Henderson.**

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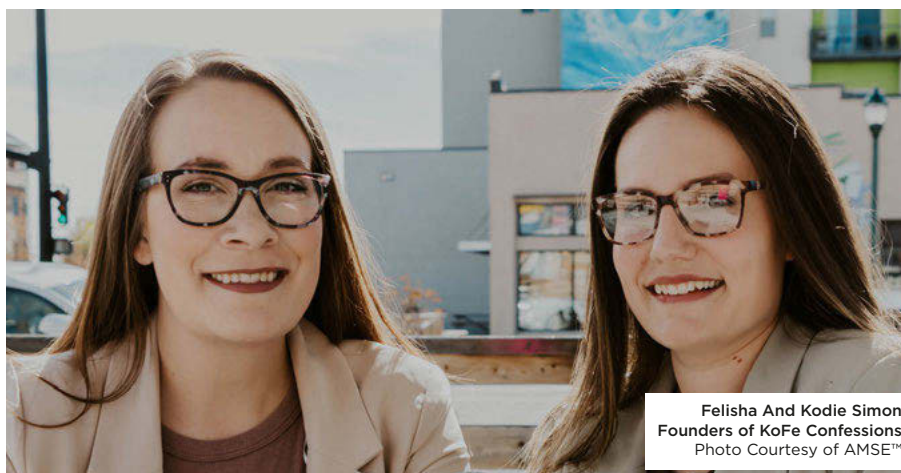
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## GROWING/SCALING



Felisha And Kodie Simon  
Founders of KoFe Confessions  
Photo Courtesy of AMSE™

## Quick Start Guide to Growing Your Business Through Podcasting

By: Jen Hardy, CEO of Hardy Mom, LLC  
| Creator & Podcast Host

Reading time: 3 minutes, 12 seconds

In the current uncertain economic climate, podcasting can be a free—depending on your strategy—way of connecting with clients, other businesses, and future business colleagues. It also is a way to promote our own business and products or services. With strategies like podcast swapping, there is opportunity to speak in front of another podcaster's audience... for no cost! With [73% of the US population listening monthly](#) to audio programming, it's a growing opportunity to be discovered and to connect.

### 8 Steps to Start Podcasting

1. **Select a name.** The name should indicate what the podcast is about as well as be on-brand.
2. **Design the logo.** The square, thumbnail logo shown on places like Apple Podcasts is very small, so it should not have small writing or details. Listeners should know what the podcast is about just by seeing it.
3. **Select a podcast host.** A host simplifies the process. Most companies have choices of free, cost, or full-service hosting. A hosting company simplifies obtaining statistics.
4. **Hire if needed:** editors, producers, designers, etc. This is only necessary if a company has the budget and does not have the time to do it all. Many podcasters recommend doing all of the work for the first episodes in order to learn the process.
5. **Submit the podcast** with a succinct description to Apple and Google

with release date, then submit to the podcast host—who will send to the rest. The approval process can be weeks, so submit a month before your preferred release date. Create a one-minute trailer episode and three full episodes, and upload them to the host, so when the podcast is approved by Apple and Google, it's ready to go. Listeners should have a few episodes to listen to—that way they can get into it and start following right away.

6. **Promote, promote, promote before release.** Share the logo, trailer, and some pre-release secrets to build excitement.
7. **Have a listener party** the day of the official release in-person or virtually for some free promotion. Ask everyone who attends to share what they like about it with their own audience.
8. **Release episodes on a regular schedule** so your audience knows what to expect.

### 3 Main Ways to Produce a Podcast

- **The most popular way** to podcast is by purchasing a microphone and editing software, selecting a podcast host, and then letting the host distribute the podcast to players. Some of them distribute it globally to over 20 podcast players, saving the podcaster time by doing it for them.
- **If money is tight**, some choose to start for free, using their phones to record and phones or computers to edit before uploading it to the players like Apple Podcast and Google Podcast themselves.
- **If a company has a large budget**, they can outsource most or all of

the podcasting to a company who will do it all for them.

### How to Use Podcasting to Connect with Clients

Use customers' pain points as topics, and always give them the answers to their problems. Invite guests to come on the show who appeal to customers. Utilize the podcast to showcase the company's capabilities. Do a promo swap with other podcasts in the same niche. A promo swap is where each podcast does a 15-60 second commercial on the other's show. **It is a free way to connect more listeners/potential clients and businesses.**

### How to Use Podcasting to Connect with Potential Business Colleagues and Partners

Having a podcast gives a company a way to reach out to previously unreachable partners. Cold-calling the president of another company is difficult, but reaching out to have them as a guest on a podcast can open the door. The same goes for high-ticket clients. Showcasing their successes on the podcast gives them a voice and begins a dialogue.

### Podcasting: a Professional Way to Promote Business Products or Services:

Instead of having someone else sponsor your episode, the company's own product becomes the sponsor. For example, "This episode is sponsored by \_\_\_\_\_; its qualities are \_\_\_\_\_." List the company and the product in the show notes with links to both. The company name can also be in the title of your episode, (for example: "Building with the \_\_\_\_\_ Company"), for more free reach. Promote the podcast everywhere, always listing the company as well. Adding the podcast to as many directories as possible and networking with other podcasters will help grow the podcast and, ultimately, brand awareness and sales.

■ **AMSE™ Action Item: The most important thing is to start, modifying along the way as needed, for ultimate success. Need inspiration? Listen to AMSE™'s "Owning Up" podcast with Moni Jefferson via [www.amseagency.com](http://www.amseagency.com), Apple Podcasts, or wherever you listen to content.**

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GROWING/SCALING



Amy Clark, Founder of Amy Clark Creative  
Photo Courtesy of AMSE™

## Head of the Class: Creating Flexibility in Your Business with Online Courses

By: Stefanie Woods-Weakley,  
Founder of Abby Maddy & Company

Reading time: 4 minutes, 7 seconds

When the world came to a screeching halt in March of 2020, small businesses were left scrambling to market their products and services in entirely new ways. With in-person shopping, dining, and entertainment suddenly off-limits, entrepreneurs everywhere began reinventing their business models. But for military spouse entrepreneurs, the ability to flex and pivot on a moment's notice is a skill constantly put to the test.

One of the ways you can remain adaptive while simultaneously growing your business is by offering online products. Online classes are a fantastic way to reach a broader audience and increase revenue by working smarter, not harder.

To see this in action, think about how business coaches may offer 1-on-1 introductory coaching sessions where they work with one client at a time, allowing them to hold 1 to 2 meetings a day. Now imagine them offering that same service in a structured class format, where they can reach dozens of new prospects at once, freeing up their time to invest in more in-depth coaching with their most important clients.

Let's think about how we can implement this type of offering.

### What Kind of Class Do You Create?

First think about what your business does best. Are you highly skilled in

photography? Consider offering a course teaching the basics of camera-work, followed by a series of more advanced classes. Are you a master of design? Offer up your skills as a photoshop expert. Does your business offer a handcrafted product? Teaching a maker's class for beginners is a smart way to educate your audience about the complexity of your work.

### Where Do You Offer Your Class?

#### In-Person Classes

Depending on your current location or audience, in-person classes can be a fun and interactive avenue to grow your business. Having a live audience allows you to connect with your students and gain valuable feedback in real time about how you can improve your class. Partnering with local makers' spaces, public libraries, or organizations on your installation are all great ways to assess your class format and start building your portfolio. However, hosting live classes can be tedious, time consuming, and sometimes just downright exhausting. You will also have to learn to manage your class size and time wisely to ensure your students complete the material in person. Depending on the skill level of everyone, this can be tricky to navigate, and you may even find you need to bring along an assistant.

#### Online Courses

Creating your course online can be a more practical alternative to hosting live classes. While you won't connect with each student in person, teaching online allows you to reach multiple students at once, all with the creation of just one course. Posting class materials online and supplementing with pre-recorded video sessions—or even scheduled live meetings—allows your students to work through the material at their own pace, freeing up your time to answer questions and offer advice.

### So How Do You Create Your Class?

When it comes to designing your class, first think about who you want to reach and how the material is best presented. If you are teaching a computer class, a video series for each lesson may make it easier to follow along. However, if you are teaching embroidery, using a static class with lots of photos showing each individual step may be a better option.

#### Do-It-Yourself

If you're experienced with website design, purchasing a domain, and building out your own site allows you to fully customize the content and add more advanced features. Just be sure you have a way to password-protect your materials and a way for students

to easily pay and enroll. You will want to spend time automating all these functions to make your class flow smoothly.

#### Pre-Built Sites

If designing your own site sounds too tedious, consider using a platform like [Teachable](#), [Thinkific](#), or [Podia](#). With pre-built sites, you simply plug in your information, customize your branding, upload your content, and you're ready to go. An added benefit to using a hosted platform is that your class rosters, finances, and documents are all managed in one central location. They also provide resources and guidance on setting up your class, pricing your materials, marketing, and offering a better user experience. But be aware, these class-creator sites come with fees ranging from \$0 to \$200 a month plus commissions, so be sure to price your course accordingly.

### Take Your Time and Get It Right.

Designing an online course takes time. Once you have chosen your topic, you'll want to be sure you've explored the material thoroughly and decided on a format that best presents the class. Start by making a list, pretending that you are the student.

- What would you want to know? What questions do you have?
- How much time does the material take?
- Does the class require access to

equipment (software, printers, cameras, etc.)?

Next, begin outlining your class, working through each lesson carefully and thoroughly. Be sure to include downloads of work sheets and pertinent information.

- Will you be hosting live sessions or posting videos? Make sure those resources are outlined upfront and easily accessible.
- How long does the student have to complete the class?
- Will you offer phone or email support?

Work through each step both as the student and the teacher to make sure you have not omitted any essential information. Once your class is ready to go live, ask a friend to evaluate, and then use their feedback to make final edits.

Once you're feeling confident, launch your course and enjoy adding a new source of revenue for your business. Continue asking for feedback from students and adjusting as you create additional courses. As your student roster grows, so will your confidence in knowing you are creating flexible income for and adding additional revenue streams to your small business.

**AMSE™ Action Item: Make effective videos for online courses in Unit 7 of the Building Your Business the AMSE™ Way coursework on your member portal at [www.amsemembers.com](http://www.amsemembers.com).**



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## GROWING/SCALING



Benita Thornhill, The Clarity Loft, PLLC  
and The Clarity Center, LLC  
Photo by Reflections Photography

**By: Laura Dvareckas, Travel Advisor |  
Owner of RnR Vacations and Cruises,  
Dream Vacations**

**Reading time: 3 minutes, 43 seconds**

A service-based business's value comes from completing a task in their area of expertise that their client finds difficult to complete on their own or chooses to outsource. It is the business's role to remove the client's pain point in a way that wows the client. Successful service-based businesses create a positive client experience when they exceed client expectations. A positive experience secures repeat business and may even lead to additional clients through the oh-so-valuable client referral. Everybody wins!

To make the client experience a positive one, businesses should have just the right amount of communication and procedures in place to promote consistency and to ensure that everything is done with the client's best interests in mind.

## Communication

A service provider should always start a business relationship by listening to the client and getting a feel for their goals, style, and preferences. A real conversation—either face-to-face or over the phone—is ideal because it is an opportunity to establish rapport and

better understand each other's role in the professional relationship. Real conversations save time, eliminate any misinterpretation that written text can sometimes create, and narrow down options. The initial conversation is also a chance for the service provider to share some of their expertise by making suggestions that the client may not even know about. Initial communication is the perfect opportunity to build trust and create excitement about working together.

Service providers should not only ask and answer questions but can better serve their clients by informing them of any pertinent information or changes. Going the extra mile here will show the client they've chosen a skilled and valuable service provider. Clients may need to know about a policy update, pricing change, monthly special, referral program, a new program that better meets the client's needs, or any change that requires the client to make a decision.

Service-based businesses must find that balance between listening to the client and giving them what they want, and using their expertise to make the experience even better than expected.

Maintaining professional communication is pivotal to a positive client experience. It is important to not over-share, complain, or speak negatively of others. This type of communication can deteriorate trust and clients may question the service provider's ability

# The Three C's of Creating a Positive Client Experience: Communication, Consistency, and Candor

to conduct themselves professionally in other areas. Communication is paramount to a positive client experience, but the type and delivery style of the communication matters.

## Consistency in Procedure

All service-based businesses and clients are different. Although every situation is unique, it is beneficial to have consistent procedures in place so that everything is covered and clients know what to expect. When developing a business and its procedures, it is important to have a "qualifying form" for the first meeting with the client. This form will include any information about the client that the business owner needs, as well as the client's preferences, expectations, and requests. This information should be saved in a client profile that can be referred to in the future and edited so that notes can be added over time.

Often, a potential client wants to take the information you've given them and think about whether or not they want to move forward. This is a very important time because the business needs to follow up but not be overly pushy. Give the client time to think—no more than 3 business days—then follow up. If the potential client does not respond in two business days, send one more follow-up. If the potential does not respond after two follow-ups, it may be time to move on.

Once the initial contact has been completed and the service starts, regular contact should occur. Clients should hear from their service provider regularly regarding progress, changes, updates,

etc. Utilizing calendar reminders is one way a service provider can consistently check that their work is meeting client expectations. Setting up automated emails is another way to consistently be in contact with the client.

After the service is complete, send a thank you email and ask for feedback and the client's repeat business. All businesses have different models, but having some sort of process or cycle is important.

## Candor and Integrity

Trust is paramount to the success of any business, and we can create trust by always doing right by the client. Ways that a business can do this is by responding to their clients in a timely manner, notifying clients of changes to the service, and saving the client time and money. It's an absolutely wonderful feeling to save a client even more time or money.

Service-based businesses must prove their value by creating a positive experience that solves their client's problem. The experience is most favorable when the client feels heard, knows the process, and trusts their service provider so much that they are lifelong customers who send their friends to the provider, as well.

**AMSE™ Action Item: Sign up for our monthly Group Coaching session available to All Access members to access experts like Kat Calvo for one on one time at [www.amsemembers.com](http://www.amsemembers.com).**



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GROWING/SCALING



Lindsey Germono Advertising Company  
Photo by Catherine Holmes Photography

# How to Scale Your Consulting Business

By: Chelsea Cain,  
Founder of Meraki Fundraising, Inc.  
Reading time: 3 minutes, 35 seconds

Consultants often find themselves in business for the mix of flexibility and passion that goes along with it. Owning a consulting business allows people to enjoy their work while also taking advantage of the flexibility of not being in a nine-to-five position. Often, consultants will find themselves burning out as they try to grow their business, but this does not have to be the case. Below are a few steps to help you scale up your business while scaling down the stress.

## Have Your Processes in Place

Before you consider the next steps for your business, it's important to make sure that strong backend processes are in place, so you can focus more time on clients and less time on organizing systems or tracking down documents. This will ensure smooth growth along the way as you sign on new clients, introduce new services and/or hire on help. A clean and organized system

behind your business will help keep your time free to focus on the reason that you started the business in the first place.

## Start Small, Then Scale

When you first start out consulting, consider offering your first few clients a discounted rate for services. These clients will be the clients that you work with as you lock in your business processes and find your workflow. As you get more comfortable with client relations and fine tune your backend processes, you can begin offering newer clients a higher rate until, over time, you are at your desired rate of pay. Making gradual raises in your prices will help you smoothly transition as you continue creating more advanced customer services and business practices without the stress of taking on too much too soon.

## The Importance of Reviews

Word of mouth can mean great (or terrible) things for a business. This relates to consulting businesses just the same. Be sure to incorporate a request for reviews at the end of each

client contract. This can be as simple as a review on your Facebook page/freelancing profile/website or an End of Contract questionnaire sent by your organization. These reviews will help potential clients see that you are capable of fulfilling their needs and that others have had a good experience with you in the past. This will also alleviate work on your part as recommendations can do wonders for marketing to new clientele!

*Important Note: If you receive a negative review, be sure to address the issues mentioned and offer a way to make up for their negative experience. Negative reviews are great learning moments to help take a step back and see your organization from the client side to make adjustments as needed. Publicly acknowledging the issues and your willingness to work with the client to fix those issues shows other potential clients that you remain flexible and understanding to client needs.*

## Streamlining Work

After you've worked with a number of clients, look for patterns in the work that clients have needed. Do you see similar requests coming from numerous clients? Are people looking for the same types of documents, breakdowns, plans, etc.? When you start to see patterns, you can begin to create templates that your business can work off of. Having a template in place can help streamline the work that you provide to clients while keeping the integrity of your businesses' work.

## Expanding Services

As a business owner, you should aim to continuously grow within your industry. Learning new methods, sharpening your skills and finding new solutions to problems will help both you and your business. Once you are comfortable with the current set of services that you offer, look for other complementary services that you could add to your repertoire. This can help you engage new clientele, raise your rates and scale to the next level in your business.

## Hiring Help

Depending on your business model, hiring someone to help can be a great asset. Full-time or part-time assistance could help with your business processes (i.e. tracking client work, managing invoicing, setting meetings, etc.) or client work (i.e. a service that you'd like to offer but aren't proficient in yet).

Scaling your consulting business does not just have to mean more hours or more people behind the scenes. Be mindful of your processes, rates and any opportunities to be more efficient or grow professionally in the work that you do, and you'll find yourself with more clients, more money in the bank and more peace of mind all at once!

■ **AMSE™ Action Item: Download the AMSE Action guide on Systems and Automation at [www.amseagency.com](http://www.amseagency.com) under our Free Resources tab.**

Build your milspouse network with our community partners...



GROWING/SCALING



Sykora Zabel-Karr Founder of Mindfully Well, LLC  
Photo Courtesy of AMSE™

# Reinventing Your Business in Tough Times

**By: Valeria Di Marco Sims,**  
CEO & Founder of  
The Languages Corner, LLC

Reading time: 3 minutes, 3 seconds

Feeling stressed and overwhelmed about opening or running a business in this economy? You are not alone! Although the pandemic and the current economic situation have caused consumer behavior to shift, good business ideas are mostly formulated during recessions.

Here are **5 tips** to turn obstacles into opportunities:

- 1. Believe in yourself.** First and foremost, you need to believe in the fact that you have what it takes to start or run a business and possess the required skills to solve any problem by learning how to tackle it. Don't stress over what other people think, because you need to be the confident one in order to convince others that you can do the job.
- 2. Adapt rapidly to a changing market.** Reinvent your company, or flip your idea. Consider my case, for example. I am a military spouse who used to teach in-person classes to US families and NATO families in Italy. When the pandemic hit, I launched an online teaching company that delivers quality online lessons taught by native teachers. I not only provided customers and students with the same benefits of face-to-face teaching through a virtual experience, but I also employed other teachers who all of a sudden were out of work. Did I know anything about teaching online before then? Not at all! In less than a week, I taught myself how to do it. Fearful? Certainly! But I talked myself out of this feeling by thinking that trying was better than sitting still. Lesson learned: Action is better than doing nothing!

- 3. Try something new; it doesn't have to cost much money.** Service-based businesses don't require you to have a physical establishment and, therefore, don't cost any money up-front. In addition, having a small budget actually makes your launches more successful because it forces you to work a lot harder at each stage to reach better results. Depending on your skills, you have many options to choose from. Examples include: pet-sitting services, teaching online, translation services, consulting, coaching, being a content provider, and much more. **Fiverr**, for instance, offers a great opportunity for writers, editors, photographers, artists, and video makers to book project work with businesses that require these services. Start small to build your reputation and customer base before taking on big gigs. Having doubts on how to improve your skills to succeed in the business world? There are plenty of on-demand courses that have free access for military spouses, such as Udemy Business and LinkedIn Premium through MySECO.
- 4. Nurture your audience.** Whether you already have existing customers or need to forge new bonds, using social media to gain visibility for your business and leveraging its content can help you develop rapport with your current and future audiences. For example, you can create your own Facebook page or group or use AMSE™ to network with a community of like-minded business owners. Even if these ideas may seem like a daunting task and a lot of free work beforehand, they can add incredible value to your product or service in the long run. The caveat is to consistently post to social media platforms and speak with a solid voice, i.e. your brand. These interactions significantly improve brand perception, word-of-mouth recommendations, and loyalty—a

critical factor in long-term business growth. Additionally, if you are selling a physical product, do not underestimate the power of good photography and social platforms such as Pinterest.

- 5. Talk to a mentor.** Starting and running a business takes persistence, resilience, and dedication. Especially in the early days, when everything looks like an insurmountable mountain, a mentor can give you the right dose of motivation when things get tough. SCORE, for example, provides mentorship during the launch, manage, and growth phases, thanks to the expertise of volunteers who are dedicated to helping small businesses.

In other words, don't get beat by tough times. Be innovative, ready for change, and try something different, whether it is finding a niche, growing your audience, or building your unique brand. The future of your business might just be reinvention.

**AMSE™ Action Item: While reinventing your business isn't "failing," it does imply that you are learning and adapting in the midst of difficulty. Check out "Why Failure is the Best Learning Tool for Business Owners" on the AMSE™ Blog for more words of wisdom!**

## My AMSE Checklist

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- Connect**  
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- Join Slack**  
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- Register for an event**  
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GROWING/SCALING

# Curating a Personalized E-Commerce Experience in a Post-Pandemic World

By: **Brittany Zimmerman,**  
Interior Decorator |  
Owner of Bleu Bee Designs

Reading time: 4 minutes,  
15 seconds

From 2019 to 2020, 4.4 million new companies were started—a 26.9% increase from 2019. To say that those who were creative problem solvers had a leg-up in a post-pandemic world would be the understatement of the decade.

With a wave of the workforce that walked away from traditional nine-to-five office roles to begin their entrepreneurial journey, new business owners in 2020 were faced with the need to create a community that supported their industry and talents.

By creating this community of support through creative approaches such as switching to digital platforms and holding regular think-tank meetings, service-based businesses traditionally considered to be brick-and-mortar have been able to be profitable and have adapted with the environmental landscape in which they operate. Read on to learn how you can best convert your in-demand business to fit with today's entrepreneurial trends for 2023 and beyond.

## Adapting in a Global Market

The service industry is the number one top-ranking industry for entrepreneurs in the U.S., and, with the rise of telework and work-from-home positions available, being able to tailor your skills to match current hiring trends is of the utmost importance. Service-based businesses focus on creating a unique and personalized experience for their clients, which can now be offered virtually anywhere in the world. As military spouses, the places and ways we might be able to work with clients have now expanded into a global market, removing many barriers that previously kept

us limited regarding where and with whom we could work.

## How to Offer Relevant Services

Keeping an eye on business trends, forecasts, and the ever-changing demands of consumers, it is imperative for service-based businesses to stay actively engaged in anticipating and problem solving the needs of their current and potential clients. This means careful observation of potential clients looking to hire you, either in person, (depending on your circumstances and location), or through virtual services. If there are other large corporations offering similar services to yours, pay attention to what might draw consumers to them. Often, those consumers end up feeling unsatisfied with the impersonal approach of “big box” companies, so you have the opportunity to curate specific, personalized services that could be provided to those potential clients—either virtually or locally in-person.

## Curating a Human-Centered Service, Virtually

Pairing social commerce with a globally accessible social network platform (in which clients share their experiences and desires), intuitive business owners can strategically place themselves where potential

clients are openly sharing exactly what they're looking for. You might strategically place yourself in Facebook groups, on Instagram, or on other platforms where potential clients are sharing their struggles and asking for advice from others interested in your services.

By casually offering tips and tricks related to your industry, you'll be using an authentic approach to offer your services, emphasizing that they are designed for the ultimate client experience. Especially if your services would be considered a luxury, you'll need to ensure that your client experience is transparent, efficient and enjoyable from start to finish.

## Marketing to Your Ideal Client

As seen in 2022, clients are still seeking a human experience with virtual services, so marketing solutions should be authentic to who you are as a business owner. Successful marketing should demonstrate an understanding of who your clients are, as well as creating personal connections. With social media being the basis for e-commerce going into 2023, business owners have a greater platform to share their insight and personal lives, if they so choose, and to educate their clients more than ever before.

The greatest piece of advice for a service-based business entrepreneur? *“The riches are*

*in the niches.”* There is more untapped potential when you decide to hyperfocus on a specific niche market than trying to appeal and sell to the masses. As a small business owner, your passion should shine through your marketing in a genuine and approachable way, and oftentimes the most successful business owners are the ones who are looking to make a mutually beneficial connection with others, versus being strictly focused on sales. The ideal clients come out of the woodwork when genuine connections are made, such as those you gain within your creative entrepreneur community.

## Succeeding in 2023 and Beyond

One of the most important realizations to keep in mind is that there are plenty of potential clients with the need for your services. Finding out who you best connect with will lead you to your ideal client, and—thanks to the global market—those leads don't even have to be in your territory or region anymore!

If you do own a traditional brick-and-mortar business, you will need to make strides to become more digitally accessible and begin to serve a larger population. Technology cannot be overlooked in terms of running your business; as new platforms and systems are being developed, you should strive to find a few key pieces



Eboni Thornton, CEO  
Luxurious Ambience  
Photo Courtesy of AMSE™

of technology that make your job easier and your client experience better.

Finally, work-from-home and freelance jobs are only set to increase through 2023, so continue to refine your skills and resumé so that you are continually able to be a paid resource for other businesses.

**AMSE™ Action Item:** AMSE™ has that creative community that will always support your goals and talents! Visit [amseagency.com](http://amseagency.com) to become an AMSE™ member at [www.amsemembers.com](http://www.amsemembers.com) and find your tribe!



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## PARTNER FEATURE



JBER MilSpouse Round Table  
Meta Representatives: Diana Doukas,  
Haley Lickstein, Courtney Temple  
Maui Orozco Chapter Leader: Amy Slinker  
Photo Courtesy of AMSE™

## Q&A: An Interview with Diana Doukas from Meta

By: Audra Edwards,  
AMSE™ Editor & Copywriter

Reading time: 3 minutes, 34 seconds

As a supporter of military families and small business owners, Meta wanted to better understand the hardships that military spouses face when trying to find balance between pursuing their entrepreneurial dreams and caring for their service members and families amidst the challenges of military life. That's why, as a valuable partner of AMSE™ and with the Center for American Entrepreneurship, Meta supported our community in 2022 with five roundtable events at bases around the country to provide a space in which spouses could have their needs and voices heard.

In an email Q&A, Meta's Diana Doukas gave us further insight into how Meta supports the military community and small business owners.

### Please tell us what you do at Meta, (i.e. your specific position).

I have the honor of managing Meta's Economic Opportunity & Advocacy work as part of the US Public Policy team. That means that it is my responsibility to work to bring all the resources we create to small businesses and make it easier for small businesses to create, build, and grow their businesses.

### Tell us why you support the AMSE™ mission and why you wanted to partner with us.

The ability to connect communities and bring people together is core to Meta's mission, and that is exactly what

AMSE™ does. AMSE™ brings together this truly unique and powerful community of entrepreneurs in ways that allow them to launch, build, and scale their businesses in new and innovative approaches. By using digital tools, AMSE™ members have been ahead of the curve when it comes to reaching their customers, and our role at Meta is to help entrepreneurs leverage these tools to further their businesses.

### How does the Meta platform work?

Meta helps small businesses around the world grow, and small businesses are core to Meta's mission of giving people the power to build a community and bring the world closer together.

### How will Meta support serviced-based small businesses in 2023?

In 2023, all a small business needs is a good idea and a smartphone to get started. Our apps are free and easy to use. Anyone can create a FB Page or IG Business Profile in minutes.

We level the playing field for small businesses by giving them the digital tools that previously only big companies had access to—like, for example, personalized advertising. Most businesses can't afford to buy broad-reach media. But personalized ads help small businesses reach the customers they care about and maximize their budget where it counts.

There are several free tools that we provide to small businesses that could help them grow their business. For example:

- **Meta Business Suite**

- » Meta Business Suite is a free tool that centralizes Facebook, Instagram, and messaging

tools in one place so businesses can save time, create connections with more people, and get better business results.

- » On both desktop or mobile, Meta Business Suite makes it easy to view notifications and respond to messages quickly.
- » You can also create or schedule posts, stories and ads for your business, and you'll find helpful insights to optimize your efforts as you go.

- **Business Messaging**

- » Messaging is one of the fastest growing channels for businesses to connect with consumers; more than 1 billion users connect with a business account across our messaging services every week.
- » For businesses that have both sales and service objectives, we're seeing Click To Message Ads emerge as a personalized ads format that can drive new value and allow businesses to provide personalized, white glove customer service and build strong customer relationships while making a sale.

- **Lead Generation Tools**

- » If you are a professional service like an accountant or beauty salon, or plumber, Lead Generation tools such as Instant Forms can be used to collect information about potential clients to reach out to at a later time.
- » Call Ads can be used to connect with potential customers immediately during

your business hours and are a simple way to build CRM and engage with potential customers at scale.

### This past year, you helped AMSE™ host several MilSpouse Entrepreneur Roundtable events where you visited multiple bases to hear milspouse voices and better understand our community's needs and perspectives. What is one of the biggest takeaways from meeting and having those conversations with military spouses?

I am so very grateful to have been able to participate in this conversation; I learned so much! One of the aspects of the conversation that stood out—though it is certainly no surprise—is how creative and solutions-oriented everyone was. For every challenge discussed, there was a creative and strategic approach taken to solve it. This community faces such unique challenges to creating and running small businesses.

■ **AMSE™ Action Item: Head to [AMSEagency.com/meta](https://AMSEagency.com/meta) on our website to learn more about our partnership and upcoming events with Meta and what these roundtable events have done to further our mission for our community!**

THANK YOU



**Editorial and Creative Director**

Moni Jefferson

**Editor**

Audra Edwards

**Advertising Coordinator**

Kathleen Fritzsche

**Administration**

Michelle Hughes

**Membership Digital Directory**

Amira Jefferson

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Courtesy of Association of Military Spouse Entrepreneurs™

Partnering with organizations such as Stars and Stripes allows us to continue our mission to create economic impact for our nation’s military spouses. Publishing this sixth issue means we have reached over 475K+ military spouses. Whether they are business owners who need to pivot or who need some motivation to kickstart their businesses, with this guide, they can find help to accomplish the mission together.

It warms my heart to know that we have lifelong partners whose commitment to the military spouse community is deeply rooted in creating impact. This sixth issue of the Military Spouse Entrepreneur Guide is distributed on military installations all over the globe and put into the hands of military spouses who have found inspiration and information vital to kickstart a business or execute incredible strategies and build a supportive global network. There is no doubt in my mind that these guides will continue to impact our nation’s military spouses and small business owners.

Thank you to the entire Stars and Stripes team for standing by our side as we continue together to create content for our military spouses. And, of course, none of this would be possible without our POWERHOUSE AMSE™ team. We are small but mighty, and we all have a heart for the military spouse community and ensuring we continue to create content and share information that helps fuel their entrepreneurial spirit.

Scan the QR code for access to our Online Directory on Stripes.com.

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**VISUAL INFORMATION LEAD SPECIALIST**  
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# You Can't Start or Grow Your Business Without Help



Kara Varner Founder of Varner Media  
Photo Courtesy of AMSE™

We wanted to give you a list of some of the best tools and resources to utilize in building or growing your business.

## NAMING YOUR BUSINESS

Before ever selecting a name for your business, you need to make sure of a few things:

- 1. Legally Register** - Make sure another business is not utilizing that name. Check [www.opencorporates.com](http://www.opencorporates.com). There, you can make sure another business has not legally registered that name. Check for variations as well. This will prevent future legal issues.
- 2. Domain** - Check that your domain is available. Use [www.godaddy.com](http://www.godaddy.com) and see if your website name is available. Other choices can be to add “the” at the beginning, or select a “.co” or “.net” if your domain is taken.
- 3. Social Platforms** - Check your social platforms; start with Facebook, LinkedIn, Instagram, Twitter and Pinterest. Is your company name available? Are there businesses that are similar? Make sure the ending is your business name: example [www.facebook.com/mybusinessname](http://www.facebook.com/mybusinessname).

## LEGAL

Legal is important for a number of reasons. You will need to set up an LLC, and have basic agreements looked over (NDA, Partnership Agreements, Contracts, Invoices etc). Here are a few great places to get you started:

- 1. Beginner** - DIY (Never recommended if possible to do your own legal)
- 2. Intermediate** - Legalzoom
- 3. Advanced** - Attorney

## IRS

You will need a business tax identification number. This will be needed for just about everything in business including setting up your business checking accounts. Be sure to register your new business with the IRS at [www.irs.gov](http://www.irs.gov).

## BUSINESS LICENSES/PERMITS

Every business is unique to its city, county and state. Be sure to check if you need to have a special permit or license to operate where you are located. For example, some cities require a business permit for a nominal fee. Other businesses (like food-based services) may require health and handling permits. Do your research or check with your local chapters below to get information.

- 1. SCORE**
- 2. SBDC**
- 3. SBA**

## WEBSITE

Every business *must* have a website. I know it seems scary and intimidating,

but a business without a website is like a restaurant without a menu. Even if it is a single landing page, you must get at least that up. Give it a shot on the sites below (some are VERY plug and play, trust us)! If not, set aside a tiny budget for at least that landing page.

- 1. Beginner** - Wix
- 2. Intermediate** - Squarespace
- 3. Advanced** - Wordpress or custom built

## EMAIL MARKETING

Email marketing is crucial to business success. You must have a way to collect, store, and contact your email addresses and customers/clients information. On your website or landing page, make sure you are always collecting emails. It is the best way to directly communicate with your audience and is the most valuable resource you will have!

- 1. Beginner** - Mailchimp
- 2. Intermediate** - Aweber
- 3. Advanced** - ConvertKit

## CRM

What is CRM? Customer relationship management is a tool to manage your company's interactions with your customers and potential customers. It helps you to stay connected, streamline

your processes, maintain leads, and make sure no communication falls through the cracks. Here are a few good CRM platforms to try:

- 1. Beginner** - Fresh Sales
- 2. Intermediate** - Zoho
- 3. Advanced** - Hubspot

## SOCIAL MEDIA MANAGEMENT

So after you set up your social media pages, how are you supposed to

possibly spend hours a day posting your social media content? You don't—you automate it! Automation with social media tools allow you to put all of your graphics and content in one platform, batch schedule it out for the month, and let it go. Pop in here and there and simply engage with your audience, answer inbox messages and respond to shares.

- 1. Beginner** - Planoly or Buffer
- 2. Intermediate** - Hootsuite or Smarterqueue
- 3. Advanced** - Agorapulse or Social Studio

## GRAPHIC DESIGN

In business, graphic design is essential. You need graphics for your website, social media channels, flyers, logos, pitch decks, and sales materials. But with new tools, it's never been



easier to have access to easy ways to DIY or get someone amazing to help you.

1. **Beginner** - Canva
2. **Intermediate** - Outsource (Hire AMSE member-Check the AMSE Slack)
3. **Advanced** - Adobe

## COMMUNICATION

As you grow and start to communicate with clients, customers, partners (and eventually your employees), communication tools are CRUCIAL to growing and operating efficiently. Here are a few of our favorites.

1. **Beginner** - Zoom
2. **Intermediate** - Slack
3. **Advanced** - Marco Polo

## PROJECT MANAGEMENT

Staying organized and on top of your to-do list is imperative to not only your mental sanity, but to your efficiency as a business owner. Project management software should be the backbone of your business. So toss that pen and paper (seriously right now), move those checklists digital, and start adding team members, clients and teams so you can easily manage projects on a scalable level.

1. **Beginner** - Trello
2. **Intermediate** - Monday.com
3. **Advanced** - Asana

## VIDEOS

With new easy-to-use tools, you can now make videos for your business to use for your marketing and outreach. Try one of these:

1. **Beginner** - Vimeo Create
2. **Intermediate** - Wave Video
3. **Advanced** - Magisto

## CALENDAR LINKS

Do you know how many hours a year people can waste emailing back and forth trying to coordinate a time to meet? Having a calendar link to send someone or to list on your website for direct consultations automates your life in many ways. It's important to set you up for success. The less time you spend on menial tasks, the more time you spend on landing clients or doing the work that matters, right?

1. **Beginner** - Google Calendar
2. **Intermediate** - Acuity
3. **Advanced** - Calendly

## ACCOUNTING

Once you have your business checking account, you can connect it electronically to your accounting software so all of your transactions are automatically downloaded. Long gone are the days of shoeboxes of receipts. Electronic transactions make life easier. Here are a few of our favorite accounting programs:

1. **Beginner** - Wave
2. **Intermediate** - Freshbooks
3. **Advanced** - Quickbooks

## INVOICING

When you start invoicing clients, you will want a system that houses all of your invoices in one place, automatically send reminders, and auto invoices monthly. Even better if your system can collect the payment online, automatically. Here are some great places to get started:

1. **Beginner** - Paypal
2. **Intermediate** - Dubsado/17 Hats
3. **Advanced** - Quickbooks

## CONTRACTS/PROPOSALS

Similar to contracts and proposals, you will want to automatically send them to clients electronically, allowing you and them to e-sign and house them digitally. No one prints, signs, scans and sends back. Your chances of landing a client just due to that process vastly lessens. The easier you can make your systems and processes, the easier you can land and close deals.

1. **Beginner** - Dubsado
2. **Intermediate** - 17 Hats/Honey Book
3. **Advanced** - Proposify

## MENTORSHIP

Mentorship is foundational both in business and as a military spouse. There are several incredible organizations that provide free mentorship programs just for spouses. Get one or two and keep them close. They will help guide your way. It's always better to have someone who has "been there, done that" to help guide the way and teach you their hard lessons learned.

**ACP** - American Corporate Partners offers military spouses a free business mentor in almost any industry.

**MSAN** - Military Spouse Advocacy Network is a military spouse owned and operated nonprofit focused on peer-to-peer spouse mentoring. Because military life is hard, and not everyone knows what all those acronyms are right? Get a mentor or pay it forward (if you are a seasoned spouse) and sign up to be a mentor.

**NASDAQ ENTREPRENEURIAL CENTER** - Join the Mentor Makers program, a movement to inspire successful business leaders from traditional and non-traditional backgrounds to offer their time and expertise as exceptional mentors. They vouch to help you with the inspiration and the tools you need to be game-changing mentors for entrepreneurs across all industries and geographies. Apply to be a mentor OR a mentee, and find the support you need to reach your business goals.

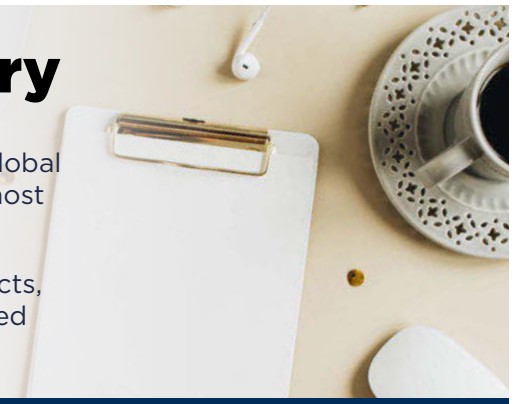


Drew Jernigan, Drew Jernigan Art  
Photo Courtesy of AMSE™

# Military Spouse Owned Business Directory

The Association of Military Spouse Entrepreneurs is proud to not only elevate and empower a global community of military spouses, but we proudly support and highlight their businesses in the most extensively published directory of military spouse owned businesses.

Please utilize this directory to support these incredible business owners by buying their products, using their services, and referring them to your networks. Buying from a military spouse owned business creates a lasting financial and economic impact on our nation's military families.



## **APPAREL**

[27 West](#)

[78 Magnolia Lane](#)

[Agape Mou Lingerie](#)

[Ailana J.](#)

[Athena's Elements LLC](#)

[BE Different Designs, LLC](#)

[Bearerra](#)

[Big Frog Custom T-Shirts & More of Prince Georges](#)

[Bow Button Fabrics](#)

[Christina HadleyDike](#)

[Daisy Mae and Company](#)

[Doll Wear Yoga](#)

[Echo-san](#)

[Fashion Plate Boutique](#)

[Fit With Stevie](#)

[Life Soldier](#)

[Little Bug](#)

[Lone Birch Lane](#)

[Magnolia Wishes Boutique](#)

[My Sister's Porch](#)

[One Ocean Swimwear](#)

[Fit With Stevie](#)

[Playing Favorites Designs](#)

[Quilt Lizzy](#)

[Rustic Pineapple Boutique](#)

[Sieger Design Co](#)

[Soirée Bridal Boutique](#)

[The Vintage Sailor](#)

[TOLITIS wear](#)

[Trades of Hope](#)

[Virtual Creative Co](#)

[Wanderlust and Mayhem](#)

[Wear Your Spirit Warehouse](#)

[Wilco Supply](#)

[Winged + Woven Boutique](#)

[Winning the Wardrobe](#)

[You Can Fit Out 2, LLC](#)

[Zyia Active](#)

[Jaiya Clarke](#)

[Attached Creations](#)

[KellyEsq](#)

[Triumph Tees](#)

## **ARTS**

[Amor To Create](#)

[Anne Villano Art](#)

[Apricate Glass Co.](#)

[Beebower Productions, Inc.](#)

[Bleu Bee Designs](#)

[Coastal Kind](#)

[Creative HadleyDike](#)

[Gomerland Ink](#)

[Hip Threads Embroidery](#)

[Irma's Arts and Crafts](#)

[Isha KI's Art LLC](#)

[Jennifer Geletzke](#)

[Kristin Mudd Graphic Design](#)

[Laura Hersh Designs](#)

[Lauren Quigley Creations](#)

[Lindsay Anne Art](#)

[MALWEST design](#)

[Maryanne Buschini - Fine Art](#)

[Michell's Lionize International Tarot Cards](#)

[MilitaryPrintableArt](#)

[Nerissa Alford Designs](#)

[Nichte Creative Design, LLC](#)

[Opal Aesthete, LLC](#)

[Printed Sentiments](#)

[Proveit Studio](#)

[Sierra Ghironzi](#)

[Stick With Me, LLC](#)

[Studio Vella Design](#)

[The Little Things Design Co](#)

[The Untamed Square](#)

[UNIQUE PL8Z](#)

[Homeland Made Shop](#)

[Ashley Ashcraft](#)

[The Tumbler Universe](#)

[Amy Morgan](#)

[For you by LaLa](#)

[Woven Golden](#)

[The Heart and the Hook](#)

[Sea to Sea with Lov](#)

[Sierra Ghironzi Studios](#)

[Amy Morgan & Co. Jewelry](#)

## **ARCHITECTURE**

[Desert Heroes Team](#)

[American Environmental Assessment & Solutions, Inc.](#)

[Avivv](#)

[Christina Shockley Interior Design](#)

[Heaven Sent Design and Decor](#)

[Kingstruction](#)

[Manifesto Home & Office](#)

[Nikki Klugh Design](#)

[Permanent Change of Storing](#)

[Pfeffer Development](#)

[Phoenix Tax Services](#)

[SP Designs](#)

[Ursa Interiors](#)

## **BLOGGERS/FREELANCE WRITERS**

[A Faithful Step](#)

[Airman to Mom LLC](#)

[Allena Development Group, LLC](#)

[Amanda J Krieger](#)

[Amanda Kostro Miller, Copywriter](#)

[Ashley Comegys, LCSW LLC](#)

## MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Baked Bree](#)

[Developing with Devan](#)

[Full Range Ministry](#)

[Gamma Rho Omricon Gardening Sorority Incorporated](#)

[Goodie Godmother](#)

[Happily Joint](#)

[HD Copywriting](#)

[Heather Tabers, Author & Blogger – Let's Do Life Together](#)

[Hope Fully Motherhood](#)

[Inspiring Thyme](#)

[It's a Military Life Corporation](#)

[Jen Hernandez RD, LLC](#)

[Jennifer Barnhill](#)

[JOMYGOSH](#)

[Mama Hu Hears](#)

[Marla Bautista, Writer](#)

[Mil Mom Adventures](#)

[military dailymom](#)

[Milspo Co. & Military Missionary](#)

[Moms Unschooled](#)

[Mrs. Navy Mama](#)

[NomadAbout](#)

[Shine Sis](#)

[Sandee Booth Social Media](#)

[Sarah Ortiz Benson – So Much More](#)

[Seasoned Spouse](#)

[Spouse Connexion](#)

[Stories of a Reserve MilSpouse](#)

[Stories She Tells](#)

[Team Valentine Project](#)

[Teaspoon of Nose](#)

[The Chic Avocado](#)

[The Lean Team](#)

[The Military Mom Collective, LLC](#)

[The Sick Mom's Guide](#)

[The Waiting Warrior](#)

[TheMrsTee, LLC](#)

[VidProMom](#)

[well + fit living](#)

[Military Spouse Education](#)

[Financially Unstable \(Very unhealthy\)](#)

[Your Time Negotiator](#)

[Ataylorcopywriting](#)

[Zen with Me Life Coaching, LLC](#)

### **BOOKEEPING**

[Capital Practice Consulting](#)

[Dagmar Jones, LLC](#)

[Eldridge CPA, LLC](#)

[Enumerista, LLC](#)

[Grow Thrive Succeed, LLC](#)

[Heritage Business Services](#)

[Level Bookkeeping, LLC](#)

[Liquid Cents Bookkeeping LLC](#)

[Megan CPA Services](#)

[Megan D Lewczyk, CPA, LLC](#)

[Methodical Madness](#)

[Tracking Transactions, LLC](#)

[Valor Payroll Solutions](#)

[W.E.B.S. Tax Preparation & Bookkeeping Services, LLC](#)

[Webs Tax Prep](#)

[Witness Notary Services](#)

[Heather Doran](#)

[Choose Love Solutions, LLC](#)

[Noea Moss Financial Advising at Northwestern Mutual](#)

[Sir Accounting](#)

[Freelance US, LLC](#)

[Heather Doran Accounting, LLC](#)

[W.E.B.S. Tax Preparation & Bookkeeping Services, LLC](#)

[SIR Accounting & Tax](#)

[Megan D Lewczyk, CPA, LLC](#)

### **BEAUTY**

[BeYoutifully Uncommon LLC](#)

[Body Batter by ME](#)

[Branche Basu Boutique](#)

[Bri.Kol Beauty Boutique](#)

[Concihairage](#)

[Elegance With M](#)

[ERB Goddess Botanicals](#)

[Gemini Naturals](#)

[Green Chemist Soap](#)

[Mary Moos Creations, LLC](#)

[Nourish & Refine](#)

[Perfectly Imperfect Skin & Beauty, LLC](#)

[Pit Polish Natural Deodorant](#)

[Pomifera](#)

[Powder Presto, Inc.](#)

[Simply Liz Love](#)

[Star Creations Hair Studio](#)

[Tammy Meyer Life Coach & Beautycounter](#)

[Woodknots + Whimsy](#)

[Jordan Essentials & Lana's Fiery Glazed Ceramics](#)

### **BOOKS/EDITING**

[BARD Studios](#)

[Carried Away Creative Co.](#)

[Claire Cain](#)

[Elva Resa Publishing / Military Family Book](#)

[Eyes to See](#)

[Jamie McGillen](#)

[Magical Order of Brave Knights](#)

[Nomad Copy Agency](#)

[Patches Book Co.](#)

[Property of Mrs. Claus](#)

[Skinner Self-Publishing Services](#)

[Spouse SERVE](#)

[The Cheerful Word](#)

[The Military Editor® Agency, LLC](#)

[The Writing RN](#)

[Top Shelf Proofreading](#)

[My Money Ally](#)

### **CLEANING**

[Freedom Cleaningg](#)

[InstantHandz](#)

[Manifesto Home + Office](#)

[Modified by Melissa](#)

[Overstreet Organizing, LLC](#)

[Schwalm's Chem Dry](#)

### **COACHING/CONSULTING**

[Acadia Nunes Coaching](#)

[Alpenglow Business Services](#)

[Ama to Prana](#)

[American Sports & Entertainment, DBA: American Spirit Athletics](#)

[Amarie Talks](#)

[Amanosi, LLC](#)

**COACHING/CONSULTING CONT**

[Amos Fit-Run Program](#)  
[Ashleigh Magee Coaching](#)  
[AWL Strategies](#)  
[Breaking Through Wellness, LLC](#)  
[BRIDGES BUSINESS SERVICES, LLC](#)  
[Calming Minds LLC/ GRACE Empowerment Coaching](#)  
[Capital Practice Consulting](#)  
[Centify](#)  
[Check Six Virtual Solutions, LLC](#)  
[Clear Vision Consulting, LLC.](#)  
[Coach Brooks Business Consulting](#)  
[Coach Shanita, Inc.](#)  
[Courtney Boyer Coaching](#)  
[CreatingN2Joy Mindset Coaching](#)  
[Creative Bay](#)  
[Crozier Creative](#)  
[Defy Nutrition](#)  
[Elisely](#)  
[Empowered Energy](#)  
[Erika Wallgren - Professional Coach](#)  
[Fab Life Now](#)  
[First Command Financial Services](#)  
[FitPath Coaching LLC](#)  
[Full Focus Coaching](#)  
[Green I Am](#)  
[GuideOn Education Consulting LLC](#)  
[Harris Financial Coaching](#)  
[Healitary Spouse, LLC](#)  
[Heritage Business Services](#)  
[Honest Talk International, LLC](#)  
[Integrative Nutrition Health Coach](#)  
[Journeyous](#)  
[Jayla Rae](#)  
[LH Consulting, LLC](#)  
[Making Marriage Matter, LLC](#)  
[Married to Navy Counseling Services](#)  
[Michelle L Hughes Consulting](#)  
[MilSpouse Mastermind](#)  
[MilSpouse Mentor](#)  
[Model for the King Life Coaching](#)  
[Mother Together](#)  
[Myrna Rivera Life Coaching](#)  
[Nia Ruth](#)

[Nobody Greater, LLC](#)  
[Organizing with Intentions](#)  
[PharmDNA, LLC](#)  
[Pride & Grit](#)  
[Purpose Driven Life Coach, LLC](#)  
[R Connection Point](#)  
[Renegade Creative Media Group](#)  
[Right4U College Counseling](#)  
[Rook Interpersonal](#)  
[SageThyme Solutions](#)  
[Sara Copp Coaches](#)  
[Sarah Shiozawa Coaching, LLC](#)  
[Sheri Miter Co](#)  
[Shift Matters](#)  
[Simply Happy Life LLC](#)  
[Soulfully Livin](#)  
[Stepping Stones Coaching](#)  
[Strive 4ward Coaching](#)  
[Summer Sessions Counseling](#)  
[Talent Stays](#)  
[The Center For Confidence, LLC](#)  
[The Adventure Project](#)  
[The Crews Coach](#)  
[The Institute for Integrative Intelligence](#)  
[The Leadership Consultant, LLC.](#)  
[The Tyne Group](#)  
[Traci Conner Wellness Co.](#)  
[UNSTUCKED!](#)  
[Wright Life Coaching](#)  
[Yellow Rose Paint Party](#)  
[Specht & Co. Creative Studio](#)  
[Liv Strategic Consulting](#)  
[Amy Miller, AFC® Military Money Coach](#)  
[Claire Thorn](#)  
[ConveyCulture](#)  
[Mil Money Coach](#)  
[Jaiya Clarke](#)  
[Mothers in Construction](#)  
[B Carroll Events, LLC](#)  
[JobMorph](#)  
[KF Virtual Assistant & Jolly Holiday Yarns](#)  
[Waterfall Yoga Therapy](#)  
[Your VA Lab](#)  
[Heather April & Co., LLC](#)  
[Blue ridge](#)

[Michell™s Lionize International tarot cards](#)  
[Kids can cope](#)  
[Emma Bronaugh, LLC.](#)  
[Ripplewavellc.com](#)  
[CarrieRiley.co](#)  
[Family in Focus](#)  
[Heather Jones Coaching](#)  
[LIV Strategic Consulting](#)  
[Lumela Business and Wed Solutions](#)  
[Kimberly's Life Coaching](#)  
[Operation Child Care](#)  
[Barrington Leadership Group](#)  
[Black Girl Business Accelerator](#)  
[Jennifer Hurtig Coaching](#)  
[Hypnosis Haven](#)  
[ConversionIQ Methodology](#)  
[Plaka + Associates](#)  
[gomerland ink + non profit: Midwest](#)  
[Armed Forces Families Inc.](#)  
[Kids Can Cope, LLC](#)  
[www.evexiacoaching.com](#)  
[Freedom Sisters Media](#)  
[Convey Culture](#)

**DIRECT SALES**

[A. Atkinson- Arbonne](#)  
[A. Bruner-Mary Kay](#)  
[A. Morris- Arbonne](#)  
[A. Piescha-Juice Plus](#)  
[A. Tryon-Zyia](#)  
[C. De Jesus-Youngliving](#)  
[C. Kendall- Arbonne](#)  
[G. Thomspen-Rodan & Fields](#)  
[J. Barton-Arbonne](#)  
[J. Miesbauer-Beachbody](#)  
[K. Dennison-DoTerra](#)  
[M.Vines-Arbonne](#)  
[N. Mack-Paparazzi](#)  
[Nightingale's Pen LLC](#)  
[S. Falcocchio-Rodan & Fields](#)  
[S. Fuenty-Mary Kay](#)  
[S. Lindsey - Arbonne](#)  
[S.Christy-It Works](#)  
[W. Corey-Scout & Cellar](#)  
[Elizabeth Mays, Juiceplus](#)

## MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Hearing Benefit Services](#)

[Palm Breeze Digital](#)

[Valerie A. Melendez](#)

### **EDUCATION**

[Black Girl MATHgic](#)

[Coins and Connections](#)

[COVINGTON'S CONSULTING & SERVICES, LLC](#)

[Echo-san L.C.](#)

[Flyga Twiga™, LLC](#)

[Imagodei Academy](#)

[Journey Through Education](#)

[Js Original Leather](#)

[Literacy in Flight](#)

[Meg Flanagan Education Solutions](#)

[The Languages Corner](#)

[Tutor in Tinseltown](#)

[AMSE™](#)

### **EMPLOYMENT**

[A Platinum Resume & A Platinum Resume Career Academy](#)

[About Face Communications](#)

[Instant Teams](#)

[Nexus Search Group](#)

[Vetech Business Services, LLC](#)

[VirtForce, LLC](#)

[WISE Advise + Assist Team](#)

[with you with me](#)

### **EVENT PLANNING**

[Blessid Union Officiant & Events](#)

[CAMPspace](#)

[CK Connections](#)

[Events by KelleyNCo](#)

[FTM Fashion Week](#)

[HelmsBriscoe](#)

[LNW Enterprises](#)

[The Agency National Harbor](#)

[Vida Chic Weddings and Events](#)

[WISE Advise + Assist Team](#)

### **FINANCIAL**

[Cultivated Strategy Group](#)

[Grace and Grit Financial LLC](#)

[Grace Financial Coaching](#)

[Keen Business Advantage Financial Services Corp](#)

[Metis Financial](#)

[Noea Moss Financial Representative at Northwestern Mutual](#)

[On My Own Financial](#)

[Our Money Goals, LLC](#)

[Slay This Debt](#)

[Real Life Finances](#)

[Primerica financial services](#)

[Caroline Y. Beasley, CPA](#)

[Law Office of Kaitlin Smith Dean](#)

[Mass Mutual](#)

[Woven Golden Crafts](#)

### **FITNESS**

[Doll Yoga Wear](#)

[Heart and Sole Fitness & Wellness](#)

[Inspired Yoga Living](#)

[Iron Will Personal Training](#)

[Kella Price Fitness and Consulting](#)

[KK Method](#)

[Mel Marie Yoga](#)

[Moore Fitness Lab](#)

[Pineapple Yoga](#)

[Reebound Fitness](#)

[Resolve Fitness Solutions](#)

[Yoga with Emily](#)

[American Sports & Entertainment, DBA:](#)

[American Spirit Athletics](#)

[Trauma Healing Yoga Therapy Program](#)

[Healthy Fit / Price Consulting Group](#)

[SSweat Space](#)

[Massage By Carrie](#)

### **FOOD**

[Alamo Kitchens](#)

[Beech St. Sweets](#)

[CollaborATE Co., LLC](#)

[Kids Cake Boxes](#)

[La-Re-Mi Cupcakery](#)

[Nelly Browns Kitchen](#)

[Nia Ruth](#)

[Rose Macarons](#)

[Sarah's Cookie Boutique](#)

[Swatara Coffee](#)

[Wandering Rose Coffee Co.](#)

[The Professor's Kitchen](#)

[Tiff B Sweet](#)

[American Force Coffee](#)

[Simpleigh Southern Sweets](#)

[Cake Artista, LLC](#)

[TIFF B SWEET, LLC](#)

[Gamma Rho Omicron Gardening Sorority Incorporated & ABlkGlrWithAGarden](#)

[Sarah's Sweets Cookie Company](#)

[Southern, Sweet & Sassy](#)

### **GIFT/PRODUCTS**

[Abby Maddy Designs// Abby Maddy & Company](#)

[Bearerra Handmade Heirlooms and Keepsakes](#)

[Betzy's Designs](#)

[Blank & Birch Design Co](#)

[Brave Crate](#)

[Broken Vessel Creations](#)

[Brushfire Blue, LLC](#)

[Cerulea LLC](#)

[Coastal Kind](#)

[Fair Winds Candle Company](#)

[Four Season Gift Shop](#)

[Gadsby's Garage](#)

[Graceful Leo Designs](#)

[Green Book Cover](#)

[Hoagland Handmade](#)

[Home6Designs](#)

[Hook and String](#)

[Hurley Handmade Crafts](#)

[Kids Cake Boxes](#)

[List & File](#)

[Love and Lettering by Katie](#)

[Magical Order of Brave Knights, LLC](#)

[Magnolia Studios](#)

[Merry and Grace Design Co](#)

[Military Printable Art](#)

[MiISO Box](#)

[Mrs. Gomez Sew Shop](#)

**GIFT/PRODUCTS CONT**

- [Northern Knots Macrame](#)
- [Otelia Marie, LLC](#)
- [Piper Mountain Christmas Trees](#)
- [Prove It Studio](#)
- [R&M Custom Designs](#)
- [Sandy Turtle Studios, LLC](#)
- [stamper of approval creations](#)
- [SteadyHandsCrochet](#)
- [Swatara Coffee Company](#)
- [sweet pea lullabies](#)
- [The Chic Avocado](#)
- [The Fiberology Lab](#)
- [Vinyl By Panch](#)
- [Westhouse](#)
- [Westview Candle](#)
- [Wilco Supply](#)
- [Wood Knots & Whimsy](#)
- [ZALT-Designs](#)
- [JA Crafting](#)
- [The Crafted Lady](#)

**HEALTH & WELLNESS**

- [Defy Nutrition](#)
- [A'Marie Talks](#)
- [Alicia Smith Chiropractic](#)
- [Amanda M Partin, LCSW, PLLC](#)
- [Ayza Labelle](#)
- [barre3 Okinawa](#)
- [Becoming Mom by Kaleigh](#)
- [Compassionate Warriors Conveying Awareness](#)
- [CPRWrap](#)
- [Crusaders for Change, LLC](#)
- [Dana Palmer Physical Therapy](#)
- [Doll Wear Yoga](#)
- [Empowered Energy](#)
- [EmpowerHer Consulting](#)
- [Evoke Strong](#)
- [fuelED Nutrition Coaching](#)
- [Green I Am](#)
- [Heart and Sole Fitness & Wellness](#)
- [Her Ruck](#)
- [Jordan Essentials](#)
- [Joyfuellife, LCC](#)

- [Julie Jacobs Coaching, LLC](#)
- [Karim Counseling](#)
- [Kristen Earp](#)
- [Loving Roots Project](#)
- [M.E.T. Speech Therapy, LLC](#)
- [MindShift With Lauren](#)
- [Mrs. Therapist Mama Muchness Mama](#)
- [My Little Essentials](#)
- [Old Town Psychotherapy Pink Fortitude](#)
- [Sea Glass Psychological Services, Inc](#)
- [Shane Rilat, Independant Agent](#)
- [Strategic Whimsy](#)
- [The Clarity Center, LLC](#)
- [THRIVE Behavioral Health & Consulting, LLC](#)
- [Thrive Fitness Therapy](#)
- [Thrive On, LLC](#)
- [well + fit living™](#)
- [Wellness Wilderness with Elizabeth](#)
- [Whole Motion Therapy and Wellness, PLLC](#)
- [Willow's Bend Therapeutic Massage](#)
- [YOMEI](#)
- [Jennifer Hurtig Coaching](#)
- [Gaffney Massage & Holistic Therapies](#)
- [Vision Serenity](#)
- [Your Time Negotiator](#)
- [Karim Counseling Services, PLLC](#)
- [Defy Nutrition, LLC](#)
- [Hearts Apart Creations, LLC](#)
- [InDependent, Inc](#)
- [Zeroed Out Market, LLC](#)
- [The Movement Doula](#)

**HEALTH CARE**

- [Chelsea Rae Doula](#)
- [CPRWrap, Inc.](#)
- [Family Inceptions](#)
- [HomeFactor Financial, LLC](#)
- [LaPora Lindsey](#)
- [V.O.I.C.E.S. Against Sexual Assault \(non-profit\)](#)
- [Violet Consulting](#)
- [Vet Dental Network](#)
- [Breathing Room Virtual Assistants](#)
- [SHI' Management](#)
- [Fureverlasting](#)

**JEWELRY**

- [Charliemadison Originals](#)
- [Charmed by the Sea](#)
- [CindyJewelz](#)
- [Create Creative Mindset](#)
- [Jane Mae Boutique](#)
- [Manda Threadz](#)
- [Morgan & Co](#)
- [Morse & Mantra](#)
- [Mowery and Co](#)
- [Nomades Collection](#)
- [Otelia Marie LLC](#)
- [Shay's Stash](#)
- [Studio LeRoux Boutique](#)
- [TUTTUTUZTU By TUTTU](#)
- [When Flowers Bloom](#)

**KIDS**

- [Tiny Melon Designs](#)
- [4th Trimester Doula Services Intl.](#)
- [Ailana J.](#)
- [Black Girl MATHgic](#)
- [Bunnee, LLC](#)
- [Clap for Classics!](#)
- [Kids' Cake Boxes](#)
- [Mother Together](#)
- [My Active Child](#)
- [MyActiveChild.com Hampton Roads](#)
- [Oak Harbor Playtown, LLC](#)
- [Playing Favorites Designs](#)
- [Rogue Wave](#)
- [Shannon Powers CPST](#)
- [Social Graces, LLC](#)
- [Sweet Pea Lullabies](#)
- [The Awkward Little Turtle](#)
- [The Princess Performer, LLC](#)
- [The Wordshop](#)
- [Tiny Troops Soccer](#)
- [Wild Olive Threads](#)
- [Operation Child Care](#)
- [MomsAway](#)

**LEGAL**

- [Cranford Marshall Legal, LLC](#)
- [Excerebus Logistics](#)

## MILITARY SPOUSE OWNED BUSINESS DIRECTORY

[Gere Consulting Associates, LLC](#)

[Insure The Heroes, Inc.](#)

[Job Morph](#)

[LNW Enterprises, LLC](#)

[The Law Office of Ashley Lansdown, PLLC](#)

[Spinks Law Firm](#)

### **MARKETING**

[All-in-One-Social-Media](#)

[Allison Bell](#)

[American Sports and Entertainment](#)

[Amity Anne Creative, LLC](#)

[Amplify Public Relations](#)

[Amy Clark Creative](#)

[BluVising Marketing](#)

[Brandevi](#)

[Circletown Marketing](#)

[CKConnections](#)

[CommunisPR](#)

[Copy with Chrissie](#)

[Coral House Productions](#)

[Cre8ve Content Co.](#)

[Create/Captivate Digital Marketing](#)

[CreWeb Designs](#)

[Cultivate Creative Design / Brandevi](#)

[Dawn M. Smith Written By DMS](#)

[Dekco Virtual Solutions](#)

[Dog Tags and Heels PR](#)

[Elizabeth Marie Marketing](#)

[Emphasis.LA](#)

[Fleace Freelancing](#)

[Germono Advertising Company](#)

[GomerlandINK](#)

[GotSpot, Inc.](#)

[Hauoli-Socially Inspired](#)

[Kaila Ruan, LLC](#)

[Kat Calvo Digital](#)

[KDR Communications, LLC](#)

[Kirstin Brueckmann Kruij](#)

[KMG Designs](#)

[Kollo Marketing](#)

[KTA Interactive](#)

[Lady Moxie Design](#)

[Lenna Price, LLC](#)

[Lily & Co. Creative](#)

[Liva Creative Studio](#)

[Milspouse Creative + Entrepreneur](#)

[NEU Marketing Group](#)

[Nicole Alexander & Co.](#)

[Olive Fox Design, LLC](#)

[Peterson + Belle](#)

[Sandra Ocasio, LLC](#)

[Sawgrass Marketing, LLC](#)

[Selena Conmackie](#)

[SimpliSocial Health Media and Simplidish](#)

[Simply Digtect](#)

[SkyLine Canopies, LLC](#)

[Smart Hustle-Jill Quash](#)

[Southworth Design Co.](#)

[Spicy Lemon Marketing](#)

[Summit Collaborations, LLC](#)

[Syt Biz](#)

[Talking Forests](#)

[The Media Tour LLC](#)

[The\\_Blessed\\_Garden](#)

[Think Social HQ](#)

[Thompsoncre8](#)

[Venture Brand Consulting](#)

[Visions2images](#)

[Voce Media](#)

[Wise Advise and Assist](#)

[WPClover](#)

[HAKIMI WEB SOLUTIONS](#)

### **NOPROFIT**

[Action Zone and Action Zone Academy](#)

[Boot Memorial](#)

[Caregivers on the Homefront, Inc.](#)

[Christi Scott Bartman](#)

[Esposas Militares Hispanas USA Armed Forces](#)

[Feya Foundation](#)

[Gamma Rho Omicron Gardening Sorority](#)

[Hero Kids Foundation](#)

[I am a Promise Books](#)

[InDependent](#)

[Inspire Up](#)

[It's A Military Life](#)

[It's All About You](#)

[NV3 Foundation](#)

[Operation Amplify](#)

[Operation Foxhole](#)

[Operation Freelance](#)

[Orphans To Royalty](#)

[Planting Roots](#)

[Semper K9 Assistance Dogs](#)

[The Veteran's Spouse Project](#)

[V.O.I.C.E.S. Against SA \(nonprofit\)](#)

[Pink Warrior Angels](#)

### **PET CARE**

[KnS Equine Systema Farm, LLC](#)

[Old Fashion K9 LLC](#)

[POOCH RUNS](#)

[The Paws Corner, LLC](#)

[SuperNova K9](#)

### **PHOTOGRAPHY**

[Amanda Brisco Photography, LLC](#)

[Anna Spiering Photography](#)

[AVC Photo Projects](#)

[Bee photos](#)

[Beebower Productions, Inc.](#)

[Brittany Harmening Photography](#)

[Brittany V Photography](#)

[Cameau Enterprises LLC, DBA CAMPspace](#)

[Charquise Denise Design Studio, LLC](#)

[Christa Paustenbaugh Photography](#)

[Danielle Hiltner Photography](#)

[Emma B Photography](#)

[Fingers and Toes Photography](#)

[Impac Media Group](#)

[Jenelle Botts Photography](#)

[Jenny Hansen Photography](#)

[Jerelsy Photography](#)

[Joanie Zipperer Photography, LLC](#)

[Julie Igo Photography](#)

[Kelley Stinson Photography](#)

[Kia & Co](#)

[Kim Kimber Photography](#)

[MILSTOCK. |](#)

[Mr. Brian Walsh Photography](#)

[Nanu Graphics](#)

[Nicole Lockhart Photography](#)

[Photogra-Z](#)

**PHOTOGRAPHY CONT**

[Rebecca Caroline Photography](#)  
[Ricker VA Assistance & J9 Studio](#)  
[Romasanta Media LLC](#)  
[Samantha Lynn Photography](#)  
[Shelby Roberts Photography](#)  
[Sherry Dornblaser Photography](#)  
[VSD Photography](#)  
[Alison Bell, Photographer](#)  
[Augenblicke by Steffi Sessoms Photography](#)  
[Love & Reverie](#)  
[TRBeattie Photography](#)

**PODCASTS**

[A wild ride called life](#)  
[Airman to Mom](#)  
[Caroline Cowie Schafer, LLC](#)  
[Confessions of a Military Spouse](#)  
[Deeply Rooted](#)  
[M-Powered](#)  
[Married to Military, LLC](#)  
[Mothers In Construction](#)  
[Owning Up](#)  
[Stay at Home Profit](#)  
[The Intuitive Collective](#)  
[The Learning Corner](#)  
[The Spouse Angle](#)  
[The Teachable Soul](#)  
[The Waiting Warrior](#)  
[Trisha Fraley, LLC](#)  
[Virtforce](#)

**REAL ESTATE/PCS**

[Alyssa Wray, Licensed Real Estate Agent, VA](#)  
[Candice Saenz Real Estate Strategist](#)  
[CDay Pacific Group Keller William’s Realty](#)  
[Desert Heroes](#)  
[Doleman Realty Development LLC](#)  
[Excerebus™ Logistics, Inc.](#)  
[Jaima Botterbush, Real Estate Agent](#)  
[Jennifer Huggins, Realtor-Ambassador for Pay-It-Forward, Inc.](#)  
[List & File](#)  
[Mac Pherson House](#)  
[Mariana Bridges](#)

[Marilyn Richesin Realtor, Keller Williams](#)  
[Mountain Peak Realty](#)  
[My Ultimate PCS](#)  
[Neka Blair LLC](#)  
[New Jersey Realtor](#)  
[NextHome Integrity First](#)  
[Pack Trotta](#)  
[Scheerer Home Team LLC](#)  
[TC Service Pro LLC](#)  
[Walker Real Estate Experts](#)  
[Mandy Mitchell, Keller Williams](#)  
[Simpson Real Estate Holdings, DBA 1st Class Real Estate Reserve](#)  
[Abiera-Lumbres Homes, LLC](#)  
[Peacefield Interiors](#)  
[Raven Wade Real Estate](#)

**RELIGIOUS**

[A Faithful Step](#)  
[Against The Grain Group, LLC](#)  
[Nueva Ministries](#)  
[Planting Roots](#)  
[Rev. I, do Officiating](#)  
[Violet Detre, Speaker Author Happiness Advocate](#)  
[Wearing My Prayers](#)

**TRAVEL**

[Endless Routes Travel, LLC](#)  
[Flyga Twiga™](#)  
[Greight Company, LLC.](#)  
[Incredible Memories Travel](#)  
[Jetset Destinations](#)  
[MacPherson House Bed & Breakfast](#)  
[Magical Moments Vacations](#)  
[Mommy and Me Travels](#)  
[RnR Vacations and Cruises, LLC by Dream Vacations](#)  
[Hawaii](#)  
[Earth Baby Travel](#)  
[StarDream Expeditions, LLC](#)

**TECHNOLOGY/SOFTWARE**

[AABLE LLC](#)  
[Black Wallet](#)

[Caroline Heeren Creative](#)  
[DynoSafe](#)  
[Kovinno Inc.](#)  
[Milcam](#)  
[MilEmoji](#)  
[MustWants](#)  
[My Ultimate PCS](#)  
[Neka Blair](#)  
[Sawston Wealth Management, LLC](#)  
[Skill-Dev](#)  
[Spouse-ly](#)  
[Wayfarer Financial, LLC](#)  
[Neka Blair, LLC and House of Blair Studios](#)

**VIRTUAL ASSISTANTS**

[All About Her Business](#)  
[Brittany Dantzler](#)  
[Britteney Barber](#)  
[Finished Well, LLC](#)  
[Freedom Makers](#)  
[JLE Virtual Solutions](#)  
[Kaitlyn Cerrato Virtual Assistant](#)  
[KF Virtual Assistant](#)  
[Kopf Consulting Virtual Assistance](#)  
[Levantay](#)  
[Meredith Whitley](#)  
[Modified by Melissa](#)  
[Mowery & Co](#)  
[Organized Q](#)  
[Skycee Virtual Solutions, LLC](#)  
[Stay At Home Profit](#)  
[The VA Wonderland](#)  
[Thompson Consulting](#)  
[Your Virtual HQ](#)  
[Pernita Mukes Virtual Assistance Services](#)  
[Emily Porter](#)  
[Your Time Negotiator](#)

**OTHER**

[American Environmental Assessment & Solutions, Inc.](#)  
[The Agency National Harbor](#)  
[Align Financial Planning,](#)  
[The MacPherson House Bed & Breakfast and Bloom Apothecary](#)  
[Adonai Yeeraheh Notary](#)





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