

# BUZZ BRIEF

August 9th, 2023

MARKETING UNLIMITED

50+

BUSINESS OWNERS

*Identify the key obstacles in reaching target audiences and achieving business success.*

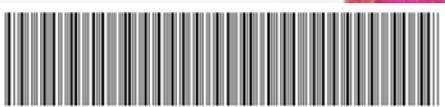
## 10 MOST COMMON PAIN POINTS OF MARKETING

BUSINESS OWNERS MUST OVERCOME TO GROW  
THEIR BUSINESS AND DRIVE SUSTAINABLE SUCCESS



PLUS

How writing a  
book boosts  
your  
marketing  
efforts.



# EDITOR'S NOTE

There's a rising trend that business owners face today when it comes to their marketing.

From increased competition, digital transformation, and the pressure to keep up with ever-changing technology trends, and changing consumer behavior, it's no wonder businesses have a tough time keeping up with the pace.

In this issue, we hear from business owners who share today's challenges when it comes to marketing and standing out from the competition.



*Janine Hogan*

MAGAZINE EDITOR

# MEET OUR CO-AUTHORS



## **SHERRIE CLARK**

### **STOREHOUSE MEDIA GROUP**

Storehouse Media Group is a full-service writing, award-winning publishing, and results-driven book-marketing company. We capture your voice and provide you with a page-turner book that connects you with your audience.

[www.storehousemediagroup.com](http://www.storehousemediagroup.com)



## **JAMES LAMPKE**

### **ASSISTANT VP. ROBERT HALF**

Whether you need to find top talent, your next great job opportunity or a consulting solution for managing your business and resourcing challenges, Robert Half Talent Solutions can help.

[www.roberthalf.com](http://www.roberthalf.com)



## **DAN BEAN**

### **LAWYER AT ABL LAW P.A.**

ABL Law offers intelligent legal counsel and thoughtful advocacy for you and your organization to proactively navigate complex challenges.

[www.abljax.com](http://www.abljax.com)



## **JEANETTA BRYANT**

### **ABILITIES WORKSHOP, FOUNDER**

Inspired by the work God is doing in our life, motivated to help others and determined to improve the lives of children with special needs.

[www.abilitiesworkshop.com](http://www.abilitiesworkshop.com)



## **JENNIFER FILZEN**

### **ROCK STAR MARKETING, OWNER**

Rock Star Marketing puts your business in the limelight through Social Media Optimization, Search Engine Optimized content, Sales, Online Marketing, and Website Design.

[www.rock-star-mktg.com](http://www.rock-star-mktg.com)



## **JACK SEARS**

### **BOYSCOUTS OF AMERICA**

A dedicated leader with an illustrious 37-year career at the Boy Scouts of America. During his tenure, he achieved remarkable growth in program delivery and youth membership. Recently retired, Jack founded JLS Advisors, LLC, to extend his expertise in leadership and fundraising to help organizations reach their philanthropic goals.



## **WENDY NORFLEET**

### **CEO, NORFLEET INTEGRATED SOLUTIONS**

Norfleet Integrated Solutions specializes in creating custom training and learning solutions. We develop and provide training and eLearning, leadership development and career coaching. We work with individuals as well as corporate partners to deliver industry-leading customized services that uniquely fit our clients' needs and goals.

[www.norfleetsolutions.com](http://www.norfleetsolutions.com)



## **WALLY CONWAY**

### **OWNER, HOMEPRO INSPECTIONS**

HomePro Inspections has been providing excellent inspection services in Jacksonville and the surrounding areas since 1994. Our team of certified inspectors is committed to delivering industry-leading inspections and top-notch customer service.

[www.gohomepro.com](http://www.gohomepro.com)



## **DAVID SILLICK**

### **SILLICK, INC- PARTNER, FACILITATOR COACH**

Sillick, Inc., is a consulting practice specializing in helping businesses "connect the dots". As a certified facilitator and business coach, he offers guidance on a selective, industry-exclusive basis in strategic planning, talent assessments, business development, vendor evaluations, and capital acquisition.

[www.sillick.com](http://www.sillick.com)



## **CHUCK COKER**

### **LIFETHRIVE**

LifeThrive provides data-driven solutions for every stage of the Employee Growth Lifecycle and delivers the people insights your organization needs so that you can optimize your team's productivity and performance to drive profitable growth.

[www.lifethrive.com](http://www.lifethrive.com)



## **BEN GLYNN**

### **THE GLYNN TEAM**

The Glynn Team is a team of dedicated real estate professionals specializing in residential real estate and relocation in Northeast Florida.

[www.theglynnteam.com](http://www.theglynnteam.com)

# THE 10 MOST COMMON PAIN POINTS OF MARKETING

## Business Owners Need to Overcome to Drive Success

**Business** owners encounter various pain points when it comes to marketing their businesses effectively. Some common pain points include:

### Limited Marketing Knowledge

Many business owners have limited expertise and knowledge about marketing strategies, tactics, and trends. They may struggle to develop and execute effective marketing plans.

### Time Constraints

Business owners often wear multiple hats and have limited time available for marketing efforts. Balancing marketing responsibilities with other business demands can be challenging, leading to inconsistent or insufficient marketing activities.

### Budget Limitations

Small and medium-sized businesses may have constrained marketing budgets, making it difficult to invest in comprehensive marketing campaigns, advertising, or hiring external marketing professionals.

### Identifying Target Audience

Defining and understanding the target audience is crucial for successful marketing. Some business owners struggle to identify their ideal customers, their needs, and how to reach them effectively.

### Adapting to Technology

Technological advancements and new marketing tools require continuous learning and adaptation. Keeping up with emerging technologies, automation tools, and analytics platforms can be overwhelming for business owners without a strong tech background.

### Competition

Competing with other businesses, particularly in crowded markets, can be a pain point for business owners. Differentiating their products or services and standing out from competitors can be a significant challenge.



CONT.

### Digital Marketing Complexity

The ever-changing digital marketing landscape can be overwhelming for business owners. Navigating various online platforms, understanding search engine optimization (SEO), social media advertising, and other digital marketing techniques can be daunting.

### Measuring ROI

Determining the return on investment (ROI) for marketing activities can be challenging. Many business owners struggle to measure the impact of their marketing efforts and gauge the effectiveness of different marketing channels.

### Branding and Messaging

Developing a strong brand identity and crafting compelling messaging that resonates with the target audience can be a pain point for business owners. Consistently conveying the brand's value proposition and maintaining a cohesive brand image can be challenging.

### Scaling Marketing Efforts

As businesses grow, scaling marketing efforts becomes crucial. Business owners may struggle with scaling marketing activities to reach a broader audience and expand their customer base while maintaining consistency and quality.

### Summary

Addressing these pain points requires a combination of guidance, strategic planning, and leveraging available resources. Business owners can seek assistance from marketing professionals or agencies and adopt cost-effective marketing strategies tailored to their specific business goals and target audience.

-JKH

# RECLAIM YOUR SPACE

## RESIDENTIAL & COMMERCIAL JUNK REMOVAL

Fast, affordable, and eco-friendly junk removal solutions that eliminate unnecessary clutter without having to lift a finger.

**CALL US TODAY**

OFFICE CLEANOUTS - FURNITURE PICKUPS - APPLIANCE PICKUPS - REMODEL WASTE - MUCH MORE

904-485-7786

WWW.JUNKKNWITHKARAS.COM

**JUNKN WITH  
KARAS**

# THE PAIN POINTS OF MARKETING

Hear from industry leaders who are navigating the common marketing hurdles faced by businesses today.

**DANIANN RAWLS**  
**DONNAREINE**  
**ENTERPRISE LLC**

Capital.

**JASON ALEXANDER**  
**FREE THINKERS**

No budget to market.

**KEN WINEBRENER**  
**ZAMBRE MODERN HOME**  
**FURNISHINGS AND**  
**HEIDEE'S FORMALS**

Making sure we get our message out to the correct demographic without wasting time or money.

**KEVIN SMITH**  
**KS INSPECTIONS LLC**

Moving up the search lists as a small business.

**DAVEON GHEE**  
**G TREATS**

Social media presence.

**TOM DALY**  
**SALES XCELERATION**

Focusing simple, compelling messaging directly toward our target prospects' greatest pain points, and desired end states. From there, succinctly demonstrating our expertise and experience guiding clients toward those desired end states.

**PHILLIP BOGOLUB**  
**BOGOLUB RECORDS**

To create large seminars and training weekends in the teachings of this transformational philosophy.

**BURKE FRANKLIN**  
**BUSINESS POWER TOOLS**

Busting the myth that business plans are only for startups...

They are, but must be used further for ongoing strategic planning, financing, an operating playbook, a prospectus for selling, and finally succession planning.

**CAROLINE CENIZA-LEVINE**  
**DREAM CAREER CLUB**

Staying on top of talent trends.

**RANDOLPH LOVE**  
**SHIELDWOLF**  
**STRONGHOLDS**

Educating the public on what they don't know.



**JULIE LOBDELL**  
**ELS FOR AUTISM- SEA**  
**OF POSSIBILITIES**

To gain a wider variety to market outside of what we currently have.



**ELISA CSISZER**  
**BIG-TIME MARKETING**  
**STRATEGIES LLC**

Building awareness.

## KEEP YOUR BUSINESS RUNNING SMOOTH

When you lose power, you also lose customers!

Essential Electric keeps your business up and running with expert electrical repairs and installations.



**YOUR TRUSTED PARTNER FOR**  
**ELECTRICAL SERVICES**

CONTACT US: 904-877-1499



**SUSAN GREENE**  
**WATERLEFE GOLF AND RIVER CLUB**

Combining semi-private golf with overall Community home sales.

**BARRY MEZEY**  
**BARRY MEZEY FOUNDATION FOR AUTISM, INC**

Lack of funding due to lack of charity donations.

**CURTIS BURKHALTER**  
**ALTERYX**

Driving innovation while still maintaining focus on existing customers.

**ZELLA CUYLER**  
**LACURA SALT SPA**

Increasing the number of social media followers and have effective ads for increasing spa clientele and profits.

**MONETWHEATLEY PHILLIP**  
**CCCM MEDIA CORP.**

Getting funds to pay for marketing and advertising.

**JACK HAYES**  
**PROFIT JACK ENTERPRISES**

Having a higher ticket offer in a market suffering from limited cash flow & and other government-inflicted restraints. (Inflation, Job Cuts, etc).

**SYLVIA FITZGERALD**  
**DAINTY CHEESECAKE COMPANY**

Finding the right people to ensure our vision for our business stays at the forefront.

**PETE KLEIN**  
**THE ACTION TENNIS SERIES**

So far it really has been difficult to establish any meaningful reach at scale.

**SHIYA SCOTT**  
**A HAPPY MONDAY VIRTUAL ASSISTANCE**

Increased competition as the market for virtual administrators is increasing.

**KIERRA MCCRAY**  
**KULTIVATE STRATEGIES**

I do not have the budget to afford marketing as I am a start up.

**ROBERT WESLEY**  
**CROSS COUNTRY MORTGAGE**

Trying to hit the most captive audience that will generate the most business.

# THE PAIN POINTS OF MARKETING

**ANTHONY CETTINA**  
**ANTHONY CETTINA, LLC**

My biggest pain point in marketing is conveying a consistent and clear message in a way that connects with people on a personal level and cuts through the noise of the thousands of messages people are being blasted with throughout the day. The key strategy for me has been to connect with people first, and show that I care, before delivering the message I want them to hear.

**PATRICK KEATING**  
**KER CONSTRUCTION**

Our biggest problem is the ability to qualify and respond to all the prospects and opportunities we have been fortunate to get from positive feedback from current and past customers.



Advisors and Technology that Move Your Money in the Right Direction.

CONTACT US TODAY

Farther

# THE PAIN POINTS OF MARKETING

## **CHRIS MIKAYA** **THE PLUGS DIGITAL MEDIA**

The growth of AI technology and getting companies to understand the importance of not ignoring it.

## **HOWDY RUSSELL** **JUMPIN JAX HOUSE OF FOOD**

Digging out of financial damage from COVID.

## **BOB DEVITZ** **GOLF MARKETING AND MANAGEMENT SOLUTIONS**

Dealing with preconceived notions of our clients about what works best in marketing rather than just allowing us to do our work. Hiring us to do marketing and then telling us what to do.

## **ANDREW OUTMAN** **SVS CLEANING SERVICES**

We are a small business, with little budget for marketing.

## **ZACHARY ZAWILLA** **DISTRIBUTED POWER SOLUTIONS**

Distaste for fossil fuel generation.

## **CANDY BOWLING** **THE MAYFLOWER AT WINTER PARK**

Education of our targeted consumers about what we offer.

## **JAMES HARRIS** **SUPREME LENDING**

Trying to reach the proper audience. Meaning the buyers before they go to realtors so that I can Get them pre-approved before going out in the market.

## **RON LANHAM** **COACH RON'S CORNER**

For me, coming from an education background as a teacher and a coach, my biggest challenge is changing my mindset from that of an employee to one of being an entrepreneur and growing and scaling a business to take me into retirement.

## **STEPHANIE PYREN-FORTEL** **STEPHANIE PYREN STUDIOS**

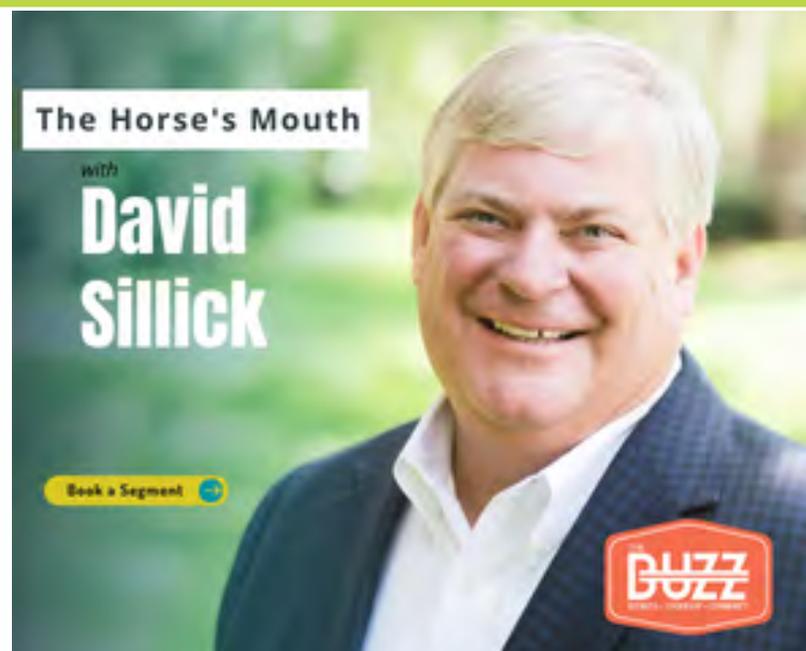
creating my line of plush toys, and merchandizing. I have many ideas so it is hard to choose one to do first.

## **BRYAN DAVIS** **BMD LAW GROUP, P.A.**

Embracing technological advancements in AI while enhancing client service delivery.

## **HEIDI CAMPO** **BODY TEMPLE ATHLETICS**

Standing out in a saturated fitness market.





# Jason Fishman

**DIGITAL NICHE AGENCY (DNA)**

What is your biggest pain point when it comes to Marketing?

Optimization. The ability to effectively manage a campaign to maximum effectiveness is the single most difficult demand of a marketer. Whether a campaign is not working or even if it is producing, the analysis and reallocation of audiences, messaging/visuals, and the funnel that targets are being driven down is a never-ending process. This aspect of the job is what separates true marketing talent from someone is merely following a setup list and requires experience, creativity, and, perhaps most of all, unstoppable patience.

# Chris Hundley

**BRIGHTWAY INSURANCE, THE HOLLIS HUNDLEY AGENCY**

What is your biggest pain point when it comes to Marketing?

Brightway already has a pretty solid brand in Florida. The hardest part is getting our name out there. Developing relationships with local brokers, realtors, and mortgage lenders is the key.



# HOW WRITING A BOOK BOOSTS YOUR MARKETING EFFORTS

**Master ghostwriter, coach, and best-selling author, Sherrie Clark, shares the inside scoop on how getting published can boost your brand for next-level success.**

---

In the ever-evolving marketing landscape, where attention spans are fleeting and competition is fierce, finding innovative ways to captivate your audience is paramount. Amidst this dynamic environment, the age-old practice of writing a book has emerged as a game-changing strategy that not only solidifies your authority but also supercharges your marketing efforts.

Gain exclusive insights into the advantages of publishing a book through the eyes of Sherrie Clark, the visionary Founder and CEO behind Storehouse Media Group. As a trailblazing force in full-service writing, award-winning publishing, and impactful book marketing, she unveils the invaluable benefits of authorship.

## **1. Establishes Expertise**

Picture this: You hold in your hands a book written by an industry expert. The moment you read the first sentence, you're drawn into a world where knowledge is seamlessly imparted. This is the power of authorship. Writing a book positions you as an authority figure in your field, instantly lending credibility to your brand and insights. Whether you're a seasoned entrepreneur, a niche specialist, or a trailblazing thought leader, your authored book becomes the definitive source that your audience turns to for insights and solutions.

## **2. Elevates Brand Visibility**

A well-written book isn't just confined to bookshelves; it's evergreen marketing material that can introduce your brand to new audiences across various platforms. As you promote your book, you're simultaneously promoting your brand. Media interviews, book signings, podcasts, and speaking engagements become avenues for showcasing your expertise, forging meaningful connections, and expanding your reach. Your book acts as a conversation starter, ensuring that your brand resonates with a broader audience and gives you even more exposure.

# HOW WRITING A BOOK BOOSTS YOUR MARKETING EFFORTS

With Sherrie Clark, Founder & CEO of Storehouse Media Group

## 3. Connects with Your Audience

Storytelling is the heart of marketing, and a book is the perfect medium for your narrative to make a meaningful connection with the reader. Whether you're recounting your personal journey, sharing case studies, or presenting innovative ideas, your book lets you communicate on a deeper level. This engagement creates emotional connections with your readers, fostering trust and loyalty. These connections extend beyond the book itself, translating into lasting relationships that can positively impact your business growth.

## 4. Fuels Your Content Marketing

In the digital age, content is king, and your book is a treasure trove of content gold. Each chapter, each insight, each anecdote can be repurposed into blog posts, social media snippets, videos, and more. This not only saves you time on content creation but also ensures a consistent stream of valuable information for your audience. Your book becomes the source of inspiration that fuels your content marketing strategy.

## 5. Differentiates in a Saturated Market

In crowded marketplaces, standing out is not only critical to your success, but it's also the ultimate challenge. A book sets you apart by showcasing your unique perspective, experiences, and solutions. It's an embodiment of your brand's DNA. In a competitive market where your rivals are trying to attract attention using conventional marketing methods, your book elevates you to a position of superiority that is difficult for them to challenge or surpass. Your book serves as a unique and powerful asset that gives you an advantage over your competitors.

## Conclusion

Writing a book is more than just putting words on paper; it's a strategic marketing endeavor that yields incredible benefits. By establishing your expertise, elevating your brand's visibility, crafting compelling narratives, fueling your content strategy, and differentiating yourself in the market, you create a robust foundation for successful marketing campaigns. Your book isn't just a literary achievement; it's a catalyst for marketing excellence and helps propel your brand to the next-level.



## STOREHOUSE MEDIA GROUP SHERRIE CLARK - FOUNDER AND CEO

Storehouse Media Group is a full-service writing, publishing, and book-marketing firm that crafts compelling narratives to connect authors with their readers. Embracing the uniqueness of each author's tale, they collaborate closely to transform visions into captivating content, leveraging their experienced team across writing, editing, design, and marketing. With a profound belief in the power of every individual's story, Storehouse Media Group is dedicated to enabling both aspiring and established authors to share their narratives with the world.

For more information on the book writing journey or for help getting started, visit [www.storehousemediagroup.com](http://www.storehousemediagroup.com).

# THE PAIN POINTS OF MARKETING

## ROBIN VERGARA

**ADVANCED BEHAVIOURAL LEARNING ENVIRONMENT (ABLE UK)**

Identifying correct platforms to raise awareness.

## LOLA OHONBA

**WCI HEALTH (ALTERNATIVE HEALTH & WELLNESS HUB)**

Encouraging mental health professionals to sign up for our Entheopsych Connect App.

## DERRICK BELL

**THE PEOPLES ADVERTISER LLC**

We want to help individuals and organizations protect themselves from cyber-attacks through discovery and education. But choosing the right branding for my services is a challenge for us.

## ANDREW HEATH

**ANDREW HEATH BASKETBALL**

Summer camp registrations for a new location.

## AYLA TEZEL-MOODY

**MAIN STREET AMERICA INSURANCE**

Our biggest pain point is making a direct connection between our marketing and advertising efforts to our business and revenue goals.

## JENNIFER SCHWARZ

**SENIOR HELPERS WEST JACKSONVILLE**

Many potential clients and their families may not fully understand the benefits and services available to them.

## NORDANA DE LA ROSA

**EL PEGAO RESTAURANT**

To be able to identify how to reach a younger clientele that may have lost the Puerto Rican culture.

## REGAN QUAAL

**MASQ TRAINING**

Trying to increase the total number of gyms and individual clients I write training for.

## STEPHANIE PYREN-FORTELL

**SP STUDIOS**

As a one-person shop, I would be trying to handle every aspect of the business. Promoting myself and my services. Having the funds to create new ideas.

## SAMMY HAGGAR

**WILDCAT POWER GEN**

The biggest pain point is finding the right balance of technical info to present to the average customer that will get them interested in technology without the effect of turning them off as overly complicated. Also, a pain point is predicting the Cost Per Lead on ad spends.

## WILLIAM DAVIS

**OMNI OPHTHALMIC MANAGEMENT CONSULTANTS**

Building relationships with referring Optometrists.

## MARSHA MYERS

**BALANCE OF LIFE COACHING**

What is the biggest marketing challenge that you will face in the upcoming year?:

Determining best ways to reach my market.

What differentiates you from the competition?:

Years of diversified coaching experience, empathetic listening and ability to quickly assess issues and solutions.



# THE PAIN POINTS OF MARKETING

## JADE SCANLON JACKSON'S LEGAL NURSING GROUP

Our biggest marketing challenge in the upcoming year may be to effectively differentiate ourselves from competitors and demonstrate our unique value proposition to potential clients in the legal industry.

## STEPH WEST STARFISH SOCIAL CLUB

I just transitioned from in-person to Zoom, so marketing to a national audience for the first time.

## ARIA MCKENNA GLOBAL COOLING PRODUCTIONS

Finding the right people to help.

## SHEREESE FLOYD CAMPING WORLD

Keeping pace with the demand.

## SUZIE BECKER SCHMOOZE WITH SUZE

Onboarding advertisers.

## KRYSTLE DELGADO DELGADO ENTERTAINMENT LAW PLLC

Always adapting with social media changes!

## SUSAN PITMAN DRUG FREE DUVAL

Getting LOUD!

## JOHN MEYER MEYER IT SYSTEMS

Learning how to market.

## LEAH WARD-LEE THE \$1,000 START-UPS CONSORTIUM, INC.

The time and cost of marketing.

## TERRELLE SMITH- BRADFORD FLORIDA HOMES REALTY & MORTGAGE LLC

Rise in interest rates.

## SCOTT SLINKER FOMOPROMO

Every company is looking for how to build distribution for it's product/service and if you can get paid for building that distribution even better.

## KIARA IVORY EMPOWER YOU SOLUTIONS

Trying to get my name out in the community more.



**Today's real estate market changes rapidly.**  
We stay on top of industry trends and developments to provide you with the latest insights and advice to make sure you're getting the best deal!

## THE GLYNN TEAM THE REALTORS YOU WANT

LET'S TALK  
M 904.310.8776 O 904.802.0690

[www.theglynnteam.com](http://www.theglynnteam.com)



HERITAGE CAPITAL GROUP

## Raising Capital

We can provide  
**capital solutions**  
for every stage of  
your business.

 [HeritageCapitalGroup.com](http://HeritageCapitalGroup.com)





## Catherine McAdams

**PERFORMANCE PAINTING  
CONTRACTORS, INC.**

What is the biggest marketing challenge that you will face in the upcoming year?

Building authentic and meaningful connections with customers: Today's consumers value authentic experiences and genuine connections with brands. Building trust, engaging customers through personalized experiences, and fostering brand loyalty have become essential marketing challenges.

## Melissa Chester

**BLACK EDUCATORS ROCK, INC.**

What is the biggest marketing challenge that you will face in the upcoming year?

Internationally known speakers and presenters will provide educators with tools and resources centered around Black and underserved children. Our PD positively impacts students, families, and educational stakeholders throughout the nation.



# 5 TIPS TO CONNECT WITH YOUR TARGET AUDIENCE

Staying top of mind with you audience is not always easy. These key tips can help get your audience's attention.

- 1 Define your target audience clearly to effectively tailor your marketing efforts and reach the right people.
- 2 Establish a strong presence on relevant social media platforms to increase visibility and brand awareness among your desired audience.
- 3 Create valuable content that aligns with your audience's interests and needs, and share it through various channels to attract and engage them.
- 4 Collaborate with influencers to leverage their reach and endorsement, increasing your visibility among their followers and a wider audience.
- 5 Optimize your website for search engines using SEO strategies to improve visibility on search engine result pages and attract your desired audience organically.

## TRANSFORM YOUR COMPANY

WE ACCELERATE THE  
PRODUCTIVITY,  
PERFORMANCE, &  
PROFITABILITY OF  
YOUR BUSINESS

[WWW.LIFETHRIVE.COM](http://WWW.LIFETHRIVE.COM)

**LifeThrive**  
TOOLS FOR TOP TIER TALENT



**STOREHOUSE  
MEDIA GROUP**  
Your Book...Your Voice...the World!

**Answer Aide**  
BPO & LIVE ANSWERING SERVICE

**NEVER MISS A  
CALL AGAIN**



**EVERY CONTACT COUNTS**

We'll keep up with call demand so  
you can get back to business.

[WWW.ANSWERAIDE.COM](http://WWW.ANSWERAIDE.COM)



# THE PAIN POINTS OF MARKETING

## TRINETTE DEASE

### DEASE INTERIORS

Vetting serious, large project clients out of the sea of people who are just fishing for “decorating ideas” has been a challenge.

## NANCY STICHT

### OSHER LIFELONG LEARNING INSTITUTE

Overcoming OLLI's reputation as the best kept secret in Jacksonville.

## KIMBERLY CROCKETT

### SAINT AUGUSTINE'S UNIVERSITY

Changing minds to actively employ marketing within their division that supports the nonprofit program which benefits their students.

## JULIUS RICHARDSON

### SUNRISE TALENT SOLUTIONS, LLC

We are no different than other businesses establishing our services and brand vying for market share. With steady flow of options and interests for our attention, increasing its impact by the viral second. And instead of running from it - we embrace, and compete. Getting to work and solving the problem.

## CLAYTON RIX

### LAMP SALES UNLIMITED

Juggling time with going to see customers to market myself and our business and continue to keep up with existing business.

## LUKE POSSON

### CIBC BANK USA

Reaching our target market in a targeted manner.

## DAVID CARRIER

### QUANTUMFLY CAPITAL GROUP

Developing and executing on the plan, whether conventional or social media. Determining what social media site suits the needs of the company.

## CHERELLE JONES

### CREATIVE WRITING SOLUTIONS

Strategic business alignment-using non traditional partnerships to better service our clients.

## AARON NOWELL

### MEXIA HIGH SCHOOL

How do we best sell our program.

## BRANDY HILLHOUSE

### BRANDY HILLHOUSE

Remembering to put myself out there.

## JOSH MOORE

### MASTERPIECE SOLAR

Increasing interest rates.

## TIFFANY BRIGHT

### THE RATTLESNAKE CONSERVANCY

Public perception on potentially harmful wildlife species.



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



Ignite Success  
with  
**Sherrie Clark**  
Best-selling and award-winning author, ghostwriter, author coach, editor, publisher, and marketer  
[Learn More](#) →



# THE MOST COMMON PAIN POINTS OF WRITING A BOOK

You want to write a book, but don't know where to begin. The good news is you're not alone. Many first-time authors grapple with similar uncertainties. Here's where **Storehouse Media Group** comes in to guide you.

---

## **I don't know how or where to start writing a book.**

Not knowing how to write a book is very common. Fortunately, we can write your book for you by starting with a customized strategy that will take your book from the first word to "The End."

## **I don't know how to finish my book.**

We can work with you to map out a roadmap that will get your book over the finish line and give you an ending that you'll be proud of.

## **I don't know how to organize my thoughts.**

Organizing thoughts is our specialty. We dig deep to flush out your ideas, topics, and details and organize them in a professional, well-written manner so that your book will flow.

## **I've written my book, but it's only three pages.**

We can develop your book to a content-rich page-turner, filling in the blanks and holes and gaps in a way that mesmerizes your readers to the point that they simply won't be able to put it down.

## **I don't think anyone will find my story interesting.**

Your story is as unique as your fingerprints and DNA. We can find that uniqueness and build upon it, making sure it consists of the same elements that captivating novels are made of.

## **I don't have the time to write a book.**

We have the skills and experience to write your book for you so that you can focus on the things that matter in your life.

## **You have to be really smart to write a book.**

Having a high IQ is not required for writing a book. Readers connect to passion and authenticity as they get to know you, like you, and trust you through your story. At Storehouse Media Group, we focus on your passion and combine it with your strengths to make your book professional and engaging regardless of your intelligence level.

## **I want to share my story, but I'm afraid to reveal too much.**

We understand that there are some things that are private and should remain as such. Although we write your book from the audience's perspective and what they will probably want to know, we will not use or write anything that will make you uncomfortable.

Have an idea for a book? Contact Storehouse Media Group to get it started:  
[www.storehousemediagroup.com](http://www.storehousemediagroup.com)

# The Guest List

Tony Boselli  
Mark Brunell  
Dave Caldwell  
Tom Coughlin  
Kevin Hardy  
Sam Kouvaris  
Jeff Lageman  
Mark Lamping  
Todd Roobin of Film & TV  
Melissa Ross  
Current & Former Jaguars  
NFL & College Stars  
Jacksonville Political Figures  
Business Owners  
Members of the News Media  
Musicians & Actors  
Bodyguards  
Nonprofit Leaders  
Commission Members of the  
Jumbo Shrimp Baseball Team  
The ABA Jacksonville Giants  
Jacksonville Icemen Members  
Boxers  
Fighters from MMA  
Many More

## Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)  
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

# THE HORSE'S MOUTH

With Tom McManus

SERIES ON 



## OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





## BUZZ BRIEF

1611 San Marco Blvd,  
Jacksonville, FL 32207  
+904-232-3001

