

ae ASSOCIATION FOR ENTREPRENEURSHIP USA

Success by Association

DECEMBER 2019



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WHO WE ARE ...

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NOTE FROM THE President

It's the holiday season!

... and gig entrepreneurs across the nation are continuing to contribute to our robust economy. I read that more than 24% of Americans report their income from digital platforms such as eBay, Etsy, Craigslist, VRBO, etc. And nearly one quarter of those who utilize the digital gig platforms are students! This current business cycle continues to expand and excite many whom never thought it possible to be "on their own" to support their families and create a positive future.

Here at AFEUSA we continue to bring you valuable benefits to help you succeed both professionally and socially. Some of the new benefits you'll see in 2020 include The Newsletter Pro (they assist us with our monthly newsletters), Answer Financial (a plethora of property and casualty insurance options, including workers' comp), and The Empowered Couples University (methods to help build and strengthen your personal relationships). Look for these benefits in upcoming newsletters, as well as in the member benefits section of the association website.

While you are reading this newsletter, I'll be in Austin, Texas, meeting with the state insurance commissioners as they discuss viable health insurance options for citizens of their respective states. The current political turmoil tends to distract from more productive efforts that would benefit the population as a whole. We are all hoping for a quick resolution so that health care services can be affordable.

Our association membership is continuing to expand with over 25,000 new members joining AFEUSA in the past eight months! This momentum at year's end will hopefully continue into next year, which will allow AFEUSA to make financial contributions to entrepreneur programs across the U.S. Stay tuned as we report those that have been identified to receive such contributions.

With this being the last newsletter of 2019, I would like to wish you a very safe and prosperous holiday season and new year. May you find peace and happiness in all that you have done and have yet to accomplish.



*Charles Jackson
President*

NEW YEAR, NEW BUSINESS MODEL?

REVAMP YOUR BUSINESS



With the new year rapidly approaching, it's the perfect time to consider changing up your business model. Change can be unsettling, and it takes hard work to achieve, but it's a necessary step toward keeping your business growing. Here are some ways to start the process of change for your business.

ESTABLISH GOALS

Before spending any time or money implementing changes, you first need to know the results you're aiming for. Having clear goals in mind will set the stage. Take time to examine what your business needs to be successful. If you know where your business needs to go, it will be far easier to get there.

DEFINE CHANGES

Once goals are defined, you need to figure out how best to achieve them. Don't rely on the same habits and practices of the past. Consider reassigning roles or cross-training employees, changing management techniques, or exploring new markets and opportunities. Keep in mind what's best for your profit margins and the health of your business.

KEEP YOUR EMPLOYEES INFORMED

Be transparent about why and how changes are happening. Employees don't need every detail, but you should share your vision so they can embrace and contribute to the changes. Without their support, change will be difficult, if not impossible, and you may end up doing more harm than good to the business, even if your intentions are good. You need to have employee buy-in to move forward.

UTILIZE TECHNOLOGY

Explore the assortment of proven business tools and software available for communication, accounting, digital storage, and other business necessities as you consider your goals. Do you need to update your technology? Technology evolves every

day to adapt to what businesses need to succeed, and if your technology is out of date, it may prevent you from making the necessary changes you've identified for the new year.

KEEP GOING

Monitoring and maintaining your new systems or changes is half the battle after you've implemented them. Continuously review progress reports, ask for feedback from employees, adapt your strategies as needed, and always challenge yourself and your team to do better. As you make progress and see exciting

“... CHANGE IS INEVITABLE. WILL YOU EMBRACE IT OR SHY AWAY FROM IT AND RISK YOUR BUSINESS'S FUTURE?”

improvements, be sure to share the good news. Likewise, if you encounter an unexpected setback, make the necessary adjustments and continue to monitor your progress. Work as a team to accomplish your goals together.

Whether you're looking to revisit a new market or overhaul your supply chain system, keep in mind that change is inevitable. Will you embrace it or shy away from it and risk your business's future? In a world where change is the only constant, learning how to implement and handle it is the best way to keep yourself viable in the market. In particular, if you're looking to venture into other markets, know that you're going to need the right marketing plan to be successful. E6 Agency provides AFEUSA members with an exclusive discount for all their marketing services. Be sure to check them out!

MEET THE FREEMANS A COUPLE'S ENTREPRENEURIAL DREAMS



Jocelyn and Aaron Freeman are relationship speakers, coaches, and authors of "The New Power Couple."

They founded and launched The Empowered Couples University, an online university offering courses, workshops, and personal development opportunities for modern, motivated couples to learn how to communicate more effectively, deepen their connection, and become a stronger team.

Aaron started his education in mechanical engineering at the University of Toledo in Ohio. Jocelyn graduated from the University of Arizona before becoming a registered nurse. Coming from these backgrounds, they were initially prompted to change direction as they moved toward marriage and starting their life together. Realizing they would be spending the majority of their time apart due to commutes and working at corporate offices, they asked themselves what bigger difference they could make with their lives together. The answer was clear: They wanted to impact marriages by helping busy couples stay connected in our modern society and lower the divorce rate through relationship skills that would help them truly be an "empowered couple."

Because Jocelyn and Aaron are in business together and spend time around each other almost every minute of every day, they realized that modern and entrepreneurial couples experience many of the same challenges. These are defining the boundaries between "work mode" and "relationship mode," communicating to truly understand each other, and staying on the same relationship page together as they pursue professional and personal achievements.

They now teach other couples that when they face challenges, they need to make agreements with each other — their "4 Power Couples Agreements" — develop better listening skills, and create a collaborative vision statement that represents the purpose of the couple's relationship.

The expansion of their business model is well underway with their "Relationship Coaching Certification Program," which is accredited by the International Coaching Federation.

To learn more about their offerings, attend a live event, get their book, or listen to their podcast (Empowered Couples), go to MeetTheFreemans.com or follow them on Instagram @Meet_TheFreemans.

To get in touch personally, call 440-315-9064, or email connect@newpowercouples.com.



MEET THE FREEMANS IS JOINING THE AFEUSA MEMBER BENEFIT ARSENAL.
VISIT AFEUSA.ORG/JOIN-AFEUSA/MEMBERSHIP-BENEFITS
FOR MORE INFORMATION.

MEMBER BENEFIT

EXCLUSIVE PERKS FOR AFEUSA MEMBERS

As an AFEUSA member, you have access to exclusive benefits, including the products and services needed to run your business. These tools have been hand-picked to provide you with the ultimate toolbox every entrepreneur needs.

To find more information on each benefit, including our exclusive member's forum, visit AFEUSA.org/join-afeusa/membership-benefits.



BUSINESS AND OFFICE

- Employment
Eric's Jobs
- Business Coaching
Go Small Business
- Phone, Internet, Cloud
Trapp Technology
- Office Supplies
OfficeMax/Office Depot
- Design, Development, Data
E6 Agency
- UPS Express Delivery

TRAVEL

- Car Rental
Avis/Budget
- Taxi/Shuttle
SuperShuttle
- Air
SkyMed
- Vehicle Extended Warranty
CARCHEX
- Vacation Planning
SkyMed Travel

HEALTH AND WELL-BEING

- Dental/Vision Plans
Careington
- Medical Services
Needy Meds
- Exercise Programs
Burnalong

HOME AND FAMILY

- Revolving Discounts
Benefit Hub
- Senior Care
Long-Term Care Resources
- Costco Wholesale
- Griswold Home Care
- Meal Prep
Home Chef
- Identity Protection
ID Shield

FINANCIAL SERVICES

- Payroll/HR
Gusto
- ADP
- Identity Protection
InfoArmor
- Debt Help
Take Charge America
- Credit Repair
The Credit Clinic
- Auto/Fleet Services
TrueCar
- Equipment Lease/Purchase
EJ Pro Lease
- Payment Processing
goEmerchant

LEGAL

- Legal Advice
LegalShield

NOW: AN UNREPEATABLE MIRACLE

Grab it, exhaust it, drain it, until there's nothing left!

Now is a miracle! It's also unrepeatable. But most people spend 58 minutes of every hour living somewhere other than right here, right now. They look backwards and live in the past, regretting lost joys and feeling guilt for things done badly, both of which are useless and debilitating activities. Or they live in the future, which they either long for or dread. In doing so, they miss the miracle of NOW this minute!

How about you? Missed any miracles lately?

Did you decide not to go swimming, even though you were at the beach, because you just had your hair done? Did you buy the conservative navy-blue tie rather than the more debonair salmon-colored one because the navy wouldn't show stains? Did you stay off the dance floor even when the band played your favorite song just because no other couples were dancing? Did you pout and make it a miserable day for yourself because your presentation at the staff meeting didn't go as well as you hoped? Did you tell your kids "Later, I'm busy" and continue brooding about that huge repair bill when they asked you to play with them?

We've all made mistakes like these and failed to live fully when we had the chance. But berating ourselves for it is also a waste of time. It's far better to just grab the next moment before we miss that too! And when you grab it, hang on. Exhaust it. Drain it of its juices. Don't give it back until there's nothing left.

Otherwise, you might create your own version of a very sad story about a young man who was about to be executed for a crime.

At dawn on the day of his execution, he stood on the bench in his prison cell, reached for the iron bars across the window and pulled himself up so he could see the countryside. It was spring, and as the sun edged above the horizon, he saw his world as if for the first time. He was startled by the brilliant colors of the flowers as they were illuminated by the sunlight. He noticed the lushness of the fields, the rich smell of the freshly tilled soil, and the pleasant sounds of the town stirring to life.

Straining to hold himself up to the window, he continued to stare wide-eyed. Tears rolled down his cheeks. He knew he had missed this miracle countless times before and would no longer be alive to appreciate it. When the jailers came to lead him to the gallows, he was still clinging to the window with all his might, in awe of the sunrise on this spring day. They had to pull him down and drag him away.

The wonder of life had always been there, but he had been preoccupied with regret for the past and dread of the future. Facing death became even more difficult for him now that he realized he had never really lived!

-Joel Weldon
Inspirational Writer of Wisdom



DON'T GET LOST IN THE BUSTLE



If you haven't capitalized on the holiday season for your business's marketing campaign yet, don't worry, because you still have time! Even if you're still a long sleigh ride away from finishing your own holiday to-do list, you can ensure your business flourishes this season with a few last-minute marketing ideas for the holidays.

Send season's greetings to loyal customers.

Even if your Christmas or holiday-themed cards don't mail on time, you can still send personalized emails or social media messages to let your customers know you're thinking of them this holiday season. Established customers can be responsible for up to 40% of a business's

sales, and your unexpected holiday greeting could keep your business in mind as they go about their holiday shopping.

Decorate your website for the season.

Your customers are already in the holiday spirit, so why not indulge them with some seasonal trappings on your website? Festive holiday touches to your company logo or new webpages recommending holiday gift ideas can go a long way to attract customer attention. You don't have to be the flashiest display on the block, but showing off your holiday spirit will spread cheer and goodwill.

Create gift card giveaways or incentives.

Gift cards, even digital ones, are more popular than ever around the holiday season. In one survey, 43% of respondents said they planned on giving gift cards or certificates in lieu of other holiday presents. With 1 in 4 gift cards sold in the last four days leading up to Christmas, these ideal presents make the perfect last-minute marketing tool. Offer gift card incentives or giveaways for your loyal customers. They can make the perfect present for them and, in turn, your business.