

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

 **Small Business
Resource Association**



THE SBRA COMMUNITY

10 Challenges to Overcome for Business Success



By Gary Seibert, CEO,
Small Business Resource Association

In my 60 years of being an entrepreneur and business owner, I can honestly say that I have experienced almost every challenge a small business owner could ever experience. Fortunately, through the Grace of God, the support of some really great friends and mentors and a stubbornness to be successful, I am here today with some really GOOD NEWS. We all go through challenging times, it's what we need to do in order to grow and get better at what we do. With every challenge, you are faced with a choice and with the choice you make, a consequence will follow. The consequences will either be good or bad.

This month's article will examine 10 possible challenges you may face in your business career and some ways you might deal with them to produce some good consequences.

10. How do we capture the power of social media. The first thing to understand is that you probably don't understand the complexity of social-media and how to use it effectively. It is not a one-size-fits-all concept. To save yourself time and money, find someone that specializes in social media and how to best use it. Find out what form of social media is best fit for your product and customer base, then develop a plan and stick to it.

9. Lack of humility and failing to ask for help. We business owners are proud people and feel a sense of responsibility for making our businesses successful. We would never think of asking for help for fear that people would think we were bad business owners or incompetent. GET OVER IT—it's not only OK to ask for help but it is good business sense to

allow other people's experiences and mistakes to prevent you from making the same. Humble yourself, ask for help and learn from your mistakes.

8. Spending way too much time on the wrong things. Human nature takes us to where we want to be and yet it is in that uncomfortable zone that we sometimes need to be. We get caught up in meaningless tasks, meetings, calls and projects that takes us off focus and prevents us from doing what we need to do NOW. You know what you need to do first, just do it.

7. Poor financial planning. Financial Literacy is a big topic in the success of business development today. Most small business owners do not know the principals of financial management and planning. Therefore, they become the victims of what they don't know and that causes some enormous challenges that in many situations results in their failure. Don't become a business failure statistic—get help from a professional.

6. Chasing bankers/investors and not customers. When most businesses get into financial trouble the first thing they think about is where can they make cuts. Most times they choose to get rid of employees. Not a good decision for many reasons—email me and I will share my thoughts. The second thing they think of is where can I borrow money. They are already in debt and borrowing money is just going to add additional problems. MY choice, how can I get more customers, sell more goods, increase my income? Grow the business and reduce the debt.

5. Not having the right support team. Surround yourself with people equal to or better than yourself and you will have a much better chance of being successful. Great teams make great businesses. You may be the vision behind your business but are you equally good at managing, knowing the technical requirements, financially management or even problem solving? Be HUMBLE-build a team.

4. Failing to execute a well thought out sales and marketing plan. We are part of a whole new generation of how to market and build your BRAND. Old methods are "old methods" and do not work like they did 20, even 10 years ago. To do business in today's world you need to know what works in today's world, what people respond to and what their needs are. Otherwise, they will not pay attention to you and instead buy from your competitor. There is a difference between Sales, Marketing, Public Relations, Social-Media, Website Marketing and Branding. Don't wing-it, get help.

3. Lack of Focus. We are all victims of too much distraction, noise, head trash, interruptions and the list goes on and on. You know what is keeping you from doing what you need to be doing when you need to do it. STOP—GET FOCUSED. Get rid of the clutter in your office and get organized. Focus on what is important.

2. Not Providing What People Really Want. Have you done discovery or a focus group on what you do? Is there a real need for your products or services? Are you competitively priced or is their way too much competition in your space? Sometimes we believe in and like what we do far more than what the consumer does. Is there a niche that would set you aside from your competition? These are questions you need to ask and then build your business supporting what you've discovered.

1. Hiring Properly. Your business will only be as good as the people that work for you. Take the time to hire the right people, train them well, treat them well, support their growth and development and let them know how much you appreciate them. The sign of a great employee is when they perform beyond expectation when no one is looking. Take good care of your employees and they will take good care of your business.

We will always have CHALLENGES and we will always have CHOICES to make. Challenge your choices, get help if needed and in most cases the consequences will be good ones.



SBRA BUSINESS SPOTLIGHT

Angela Adler Consulting

(412) 660-0013

AngelaAdler.com

Angela Adler, PhD, based in Wyomissing, offers operations and strategy consulting, speaking, and facilitation for businesses and organizations in manufacturing, construction, healthcare, government, education, professional services, non-profits, and more. Dr. Adler has specific expertise in disability inclusion, transforming that 25% of the US population who are generally considered business liabilities into the massive market segment and employee pool for your business that it truly is. Dr. Adler has ongoing collaborations with the President's Office at NYU (pictured), the Robert Wood Johnson Foundation, and more, helping set and achieve unprecedented strategy and performance goals while streamlining processes and cutting costs.



HOW ELECTRONIC NOTARIZATION IS TRANSFORMING BUSINESS



By Brian Klein,
Blue Ink Notary

In today's fast-paced digital landscape, the traditional methods of notarization are being revolutionized by the emergence of e-notarization, also known as electronic notarization. This growing trend is significantly impacting modern business processes, offering a variety of benefits ranging from enhanced convenience and efficiency to greater security. Let's look at how e-notarization is transforming the way businesses handle important documents and transactions, and why it has become an indispensable tool in our digital age.

The Evolution of Notary Services

Notaries public have long played a crucial role in verifying the authenticity of documents & signers' identities while also ensuring the validity of signatures on those documents. Traditionally, this process involved physical presence, where individuals had to visit a notary public in person to have their documents notarized. While this method has served its purpose for many years, it began to pose challenges in terms of time constraints, geographic limitations, and logistical complexities.

Enter E-Notarization

E-notarization has brought notary services into our technological age and the recent COVID-19 pandemic only helped to speed up its acceptance across a variety of industries. Electronic notarization includes two types of platforms: remote online notarization (RON) and in person electronic notarization (IPEN). RON technology streamlines the notarization process, allowing documents to be notarized online from anywhere in the world. IPEN technology allows the signer to sign in front of a notary using a tablet or laptop, reducing the amount of paper being used. Through secure platforms and digital signatures, e-notarization offers a seamless and efficient alternative to traditional notary services.

Benefits of E-Notarization for Businesses:

- 1. Convenience:** One of the primary advantages of e-notarization is the unparalleled convenience it offers to businesses. Instead of scheduling appointments and physically visiting a notary public or having one come to you, businesses can now upload their documents to an online platform and complete the notarization process remotely. This saves time, reduces administrative burdens, and enables faster transaction turnaround.
- 2. Efficiency:** E-notarization eliminates the need for manual paperwork and reduces the risk of errors associated with traditional notary services. The digital nature of e-notarization allows for

seamless document storage, retrieval, and sharing, making it easier for businesses to manage their records and collaborate with stakeholders.

3. Security: Digital notarization platforms employ advanced security measures to protect sensitive information and ensure the integrity of notarized documents. Encryption technologies, authentication protocols, and audit trails are among the security features that safeguard against fraud and unauthorized access. This level of security instills trust and confidence in the notarization process, especially for businesses handling sensitive legal and financial documents.

Adoption and Integration

The adoption of e-notarization is rapidly gaining momentum across various industries, including real estate, finance, legal services, and corporate governance. Many jurisdictions have also recognized the validity of electronic signatures and e-notarized documents, further fueling the transition towards digital notary services.

Businesses are integrating e-notarization into their workflows to streamline processes, reduce operational costs, and enhance overall efficiency. For example, in real estate transactions, e-notarization enables buyers, sellers, and lenders to complete transactions remotely, eliminating the need for physical presence and expediting the closing process.

Overcoming Challenges

While e-notarization offers numerous benefits, its widespread adoption is not without challenges. Some concerns revolve around data privacy, regulatory compliance, and technological barriers. However, advancements in cybersecurity, legal frameworks, and user-friendly e-notary platforms are addressing these challenges and paving the way for broader acceptance of digital notarization.

Looking Ahead

The digital age of notary services is continuously evolving, driven by technological innovations and the growing demand for efficient and secure business processes. As e-notarization becomes more prevalent, businesses can expect further enhancements such as blockchain-based notarization for enhanced security and transparency.

E-notarization is transforming business processes by offering unparalleled convenience, efficiency, and security. Businesses that embrace digital notary services stand to gain a competitive edge in today's dynamic and interconnected marketplace, where speed, accuracy, and reliability are paramount. The era of e-notarization has arrived, reshaping the way businesses authenticate documents and conduct transactions in the digital age.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



www.angelaadler.com



www.Kinya.us



www.Snappingturtleleather.com



www.bluemarsh.com

SBRA EVENTS - BE BETTER. GROW FASTER.

Events: Register at <https://www.sbrassociation.com/#EVENTS>

Tune-Up Tuesday SBRA Zoom Workshop

information. sharing. motivating.



• **Tuesday, June 4th** – 9:30-10:30 a.m. – SBRA Workshop presented by Evan Markwood of US Health Advisors

• **Tuesday, June 18th** – 9:30-10:30 a.m. – SBRA Workshop presented by Shawn Latta of Nuclei Data

SBRA Breakfast Referral Club

• **Friday, June 7th** – 7:30-9:00 a.m. at B2 Bistro in West Reading

• **Friday, June 21st** – 7:30-9:00 a.m. at B2 Bistro in West Reading

Networking Mingle

Wednesday, June 26th 5:30-7:00

Zoom Membership Benefits Update -
Learn How the SBRA Can
Help Your Business Grow –
June 26th 9:00-9:30 a.m.

WELCOME NEW SBRA MEMBERS

Go Fish Seafood
Blue Marsh Insurance
Health First Consulting
J4 Travel, LLC
Just B Whole Body
and Wellness Coaching

Kinya Ramen
Service 360 Group
Spartan Capital
WindowHero Northeast Reading
Will Omlor, EOS Implementer
Snapping Turtle Leather Co., LLC