

# Access to Professionals PROGRAM

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation.

One-on-one consultations are by *referral only* and include:

- ✓ **Legal** - Giffen LLP Lawyers
- ✓ **Accounting** – Jacqueline Morris, CGA
- ✓ **Etsy Online Sales/Marketing** – Jessica Murphy, Rawkette
- ✓ **Operations/Growth Consultant** –Ada Barlatt, OperationsAlly
- ✓ **Social Media Marketing**- Mallory Manchur, Mal & Co.
- ✓ **Human Resources** - Frank Newman, Newman Human Resources Consulting

Please contact our office to book an appointment; Fees are refundable upon arrival for legal and accounting consultations *only*. To cancel, please contact us before noon on the Friday before the scheduled appointment. Cash payment is \$20+HST; online payment is \$22+HST.

## Access to Professionals - **Legal**

- Do you need professional help for your business? Are you looking for legal advice? Giffen LLP lawyers specialize in small business start-ups.
- When do you need a lawyer?
  - Choosing a business structure
  - Buying an existing business
  - Leasing a commercial space
  - Drawing up contracts and agreements
  - Seeking equity financing
  - Other issues requiring legal advice

## Access to Professionals - **Accounting**

- Access to a Chartered Professional Accountant in a full range of accounting and tax services questions, including:
  - Corporate tax
  - Accounting
  - Bookkeeping
  - Payroll & Sales Tax

## Access to Professionals - **Etsy Online Sales/Marketing**

- Experienced Etsy seller, Jessica Murphy of Rawkette, who creates and sells her custom creations on Etsy full-time with over 3,400 sales.
- Receive assistance with opening an Etsy shop, grow a creative business, and the tips and best practices to run a successful Etsy shop!

### **Access to Professionals - Operations/Growth Consultant**

Website: [www.operations-ally.com](http://www.operations-ally.com) LinkedIn: [www.linkedin.com/in/adabarlatt](https://www.linkedin.com/in/adabarlatt)

- **You are looking to grow your business:**  
If you want to: 1) expand to a new location and/or 2) add more clients -- discuss how to grow your revenue effectively.
- **You are looking to improve your business:**  
If you want to: 1) be more productive during the day 2) provide high-quality service in less time, and/or 3) reduce your costs -- discuss how to build an operations plan that will increase your bottom line.
- **You are looking to introduce a new offering:**  
If you want to: 1) offer a new product and/or 2) offer a new service -- discuss how to best deliver your new offering and maximize your profits.

### **Access to Professionals – Social Media Marketing**

Website: [www.malandco.com](http://www.malandco.com) LinkedIn: <https://www.linkedin.com/company/mal-&-co->

Twitter: [https://twitter.com/malandco\\_ma](https://twitter.com/malandco_ma)

#### **Learn which social media platform best suits your needs, including:**

- Facebook
  - Twitter
  - Instagram
  - LinkedIn
  - Houzz
  - Pinterest
  - ...And more!
- Receive tips and suggestions on how to manage your social profiles while balancing a busy work schedule
  - Understand how to interact with your clients and the community in a meaningful and productive way
  - Learn the types of content you should be providing to your audience through social media

### **Access to Professionals – Human Resources Consulting**

Website: [www.newmanhumanresources.com](http://www.newmanhumanresources.com) LinkedIn: <https://www.linkedin.com/in/franknewman>

#### **HR Services for Small Business**

- customized policies & procedures
  - staffing
  - payroll
  - assessments
  - team building exercises & activities
  - leadership activities for people development
- Receive tips and suggestions on how to manage your HR department
  - Identify when to hire or add staff, creating job descriptions, training processes