

# Why Work with a Consultant?

Getting started in business is relatively easy. Staying there once you've gotten there is often the challenge for many business owners.

We have found that business owners and potential business owners nearly always have great ideas, not only for their present situation, but also for where they are planning to go down the road.

Many marketers, restaurant owners, event planners and other professional services are absolutely great at what they do. Sometimes, their business struggles due to simple, repairable oversights. At other times, there are opportunities that aren't being leveraged to help the business elevate its position in the marketplace.

Many new business owners have great concepts, but are often overly optimistic with respect to the success of the business, then later, disenchanted by the amount of work and dismal results. Even those that work with business plan services – be it do-it-yourself or going through a class, many eventually say, “what was all of this time for,” since they've veered from the path.

Small business consultants strive to bring a direction and



clarity to business owners. They are specialists in specific areas, such as strategy, marketing, sales, production, logistics, human resources and other disciplines.

Working with a business consultant is the equivalent of

working with a trusted advisor – someone with whom you feel confident to provide you with insight, direction and alternate perspectives on your business. He or she should work with you to discover those gaps and opportunities in your organization. Furthermore, they should work with you to implement the solution.

Aepiphanni Business Solutions is a small business consultancy, focused on small business strategy and planning. We provide in-depth analysis, clarification of goals, research into what will and what won't work, seeking out the best opportunities and guidance for your organization. Following discovery and analysis, we go the next steps, of helping you implement the solutions we've recommended for your organization.

At [Aepiphanni Business Solutions](#), we are a Small Business Consulting Firm dedicated to serving the needs of small business owners. We specialize in helping you develop strategies for your organization, and are committed to your success. If you have further questions about creating your strategy or developing your vision, please give me, [Rick Meekins](#), a call at 678-265-3908, or email us at [info@aepiphanni.com](mailto:info@aepiphanni.com).

