

# HOW CAN WORK

## The Advisement Center FOR PRINT ENTREPRENEURS

START HERE:



**The Advisement Center™**  
For Print Entrepreneurs



**CEO Track™**

Are you a family business? Chances are you have a different set of goals and success criteria than a non-family business. Our experiences working with family-owned and operated print companies runs deep, and we understand, personally and professionally, the dynamics involved.

### FAMILY BUSINESS FACTS:

Approximately **90% of U.S. businesses are family-owned.** They range in size from small "mom-n-pop" businesses to the likes of Walmart, Ford, Mars and Marriott.

**6.65% higher than non-family firms**

- the annual return on assets for family businesses.

**Only 56% have a written strategic plan** of where the company is going.



**27% expect to change hands** in the next 5 years.

**47% have no succession plan in place.**

Approximately 30% of U.S. family businesses survive into the second generation. 12% into the third generation. 3% of family businesses continue to exist past the fourth generation.

**60% are 55 years of age or older** and are the majority shareholders in the family businesses today.

**64% do not require family members to have qualifications**

required by non-family businesses for same roles/positions within the company.



**25% feel the next generation is not competent** enough to lead their company.

**CEO Track Specializes in Family Business Dynamics including:**



**Succession Planning**

**Organizational Development**



**Business Planning**

**Growth Strategies**



**CMO™**  
THE CMO TEAM

"Why?" That's the question we ask ourselves and we ask you about every marketing project – big or small. If it doesn't have a purpose and a plan, it needs one. If we can't connect it to sales or justify it as being a sales tool, it's not ready for prime time.

### IN OUR EXPERIENCE:

**3 out of 4 printers have outdated marketing collateral.** Meaning, it's more than 2 years old and no longer current or relevant to their markets.

**90% don't maintain and update** their website content.

**4 out of 5 printers don't understand the difference** between Marketing, Business Development, and Prospecting; who's responsible and how to start.

**3 out of 4 printers have no marketing plans** or calendar (not even written on the back of a napkin).

**75% of sales people in our industry are not satisfied** with their company's marketing assets, and aren't sure how or when to use them.

**90% of printers have no active business development efforts.**

**85% of printers don't connect** to their prospects or clients with regular scheduled communications.

**80% of printers websites are not optimized** for SEO/SEM.

**22 – the number of scalable marketing channels** and activities you can be using.

**4 out of 5 become active on social media** platforms, but don't maintain them because they struggle with content generation.

**peer 2 peer™**

Peer2Peer is the facilitation of professional peer groups within the printing industry. Groups consist of 10-12 like-minded company leaders who meet in a non-competitive environment to network and confidentially discuss business issues. These owners, presidents and managers are serious about implementing a model for success in their businesses through sharing and collaboration.

**INVEST IN THE POWER OF PEERS!**

**WHAT ARE YOU WAITING FOR?**

Request information today on the following new peer groups:

**CEO Group**

(Medium to Large Print Companies)

**President's Owner-Operator Group**

(Small to Mid-sized Print Companies)

**2.0 Leaders Group**

(Upcoming Generation of Business Managers, Leaders and Owners)

**Peer2Peer Marketing Professionals**

(Print Company Marketing Executives)



**Profile of a Peer2Peer Member:**

**Participatory management style** (not "top down")

Open and **willing to share information** about all facets of the business

**Looking to learn** from others and to **share experiences** (both successes and failures)

**Progressive thinker** – innovative and open to new ideas

At least **5 years of experience** in the business; strong understanding of the industry

A good **sense of humor**

**Chemistry that works** with other peers in the group

**Go ahead, make POWERFUL connections!**

**Living @ the intersection of Sales & Marketing, The CMO Team specializes in:**

**"Gap" Marketing and Marketing Programs for Printers**



**TEAM!**

**Sales Career & Team Development**

**Aligning Your Marketing with Sales**



**KnowledgeTap™**  
Marketing System

**12-Month Marketing Program**