

# How We'll Work TOGETHER



[SHERRIANNEWILSON.COM](http://SHERRIANNEWILSON.COM)



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# hello

I'M SHERRI WILSON

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## **I'm a strategist, educator, and communicator.**

I started my entrepreneurial journey January 1998 with my first business, Computer Training Services. I taught my clients how to use their computers, fix software problems, and fix minor hardware problems. I was the first female in the computer business at the time in Clovis.

I'm a multi-passionate entrepreneur. I've had a photography business, still have a personal training business, manage an event venue, and am a pastor. My husband says that I should become president so I can have a vacation!

But my passion is you, the small business owner and the entrepreneur. My sole focus is to increase your profitability through strategy, education, and communication.

I'm also passionate about helping people get along with people. For

you, this means making sure you have the right team members, know how to improve relationships with your current team and clients, know how to think like your client to better serve them, and more.

When I founded Genius Communication, LLC, I created it with foundational principles that can be used not just in business but also in personal life but I also designed it to be extremely customizable for your business. There is no one-size-fits-all.



# What Makes Me DIFFERENT

**Let's be honest: You're business is not like everybody else's.**

I'm **strategic**. I'm able to come in and quickly see problem areas and bottlenecks in your processes and team and provide ideas and then develop solutions to fix them specific to your business identity.

My **follow-up is unusual**. Here's the deal. I hate when consultants don't at least call or stop by to see how you're doing after they have collected their fee! Follow up is crucial to ensure that things are working and reinforce the training.

I **customize** everything! No two businesses are alike even if they do the same thing, which is why customizing is a must. Your business has an identity that must be considered in everything we do.

I have an **uncanny ability** to discern the personality of your business and your team. I know who will work out and who might be a problem, which is very helpful when you need to hire the right people (*See my hiring guide in my store*).

I specialize in **introverts!** As an introvert, I know the unique obstacles we can face. If you have introverts on your team, I can help!





FEATURED ARTICLE

# 5 tips for hiring the *right* people

I'm hired most to do one thing—help hire the right people. If you're like my clients, you know that finding good help is extremely challenging today.

You also know that hiring the wrong person causes a tremendous amount of stress for you and the rest of your team. It also costs you money, customers, and time. In this article are five tips taken from the process I use to help my clients.

## **1. Know your current team in-depth**

I've discovered that the businesses I've worked with that run very well have hired people with common personality and value traits. Most of the time this was done accidentally! When I work with a business, I look for "personality patterns" in the staff. If I see someone on the team that doesn't have these traits, I know it's a matter of time before that person is gone. I love the free assessment at [tonyrobbins.com/disc](http://tonyrobbins.com/disc). It shows each staff member's personality and his or her values. Study these in-depth.

## **2. Determine the who first**

One mistake I've seen my clients make is hiring someone based solely on his or her skills and experience only to find the new hire had a personality that caused strife in the team and ran off customers. Or the new hire wasn't detail-oriented for your detail-heavy position. Sit down and decide what personality traits are needed for the position and for your team culture as well as skill traits before advertising the position.

## **3. Weed out people early**

The more professional and systematic your process, the more professional people you'll attract. Recently, I

worked with a business that had never used an application! Plan the process carefully to weed out those that lack excellence. For example, require an application and resume, have them drop it off in person to see how they're dressed and they're demeanor, and require them to take a personality assessment before first interview (I recommend People Keys DISC 3D).

## **4. Develop interview questions specific to the position and pet peeves you have.**

This is one of my favorite parts other than looking at the personality assessment. We usually have questions like, "If you must be at work by 7:50, what do you consider on-time to be?" Or, "Your car won't start. What do you do?" Or, "A client angrily insists on being helped now but you have three in front of him. What do you do?"

## **5. Don't hire people because you like them.**

I've saved this one for last. This is one of the BIGGEST mistakes I've seen my clients make. Don't do it. Hire a third-party to make sure that doesn't happen if necessary! Approach the hiring process in a calculated fashion. You can like them later. ;)



# Genuine

## SOLUTIONS

### **Training**

I offer several training methods--in-person, workshops, and my online course. All in-person and online course training includes four modules and two bonus modules. In-person training is customizable based on your goals. I can develop unique training in the areas you need for your business and staff. You tell me where you want to focus and grow, and I'll make it happen

### **Hiring & Recruiting**

One of the most needed areas I see with my current clients is hiring and recruiting the right people. I have developed a system that evaluates the "behind-the-scenes" person that isn't always the one presented to you so you know if this person fits your vision, business system, and goals. I can also sit in on interviews to observe body language.

### **Troubleshooting**

I specialize in the "how" and have a sure-footed way to troubleshoot your business, your staff and provide genuine solutions. Troubleshooting is a passion for me

because there's nothing worse than feeling powerless on how to get from point A to point B. It helps to have someone looking from the outside in to spot bottlenecks and issues affecting your sales, your business and your staff.

### **Planning**

You have a vision for your business, but **how** do you get there? I love bringing fresh perspective and fresh ideas and sitting down with you and getting to the nuts and bolts on how to take your business to the next level. I take the big picture and break it down into small bites. I'm client obsessed and want you to succeed as much as I want to succeed in my own business.

*You spend more time running your business than with your spouse or even your children. At times, your business feels like one of your kids!*

*Are you committed to investing in it to take it to the next level and uncover and deal with anything holding it back?*

# What You Can EXPECT

## **Inventions**

Any and all inventions, discoveries, developments and innovations we develop specific to your business is your exclusive property minus general best-business practices.

## **Confidentiality**

While I work with you, I'll have access to and become acquainted with various trade secrets, inventions, innovations, processes, information, records, specifications owned or licensed by your business, including methods, customer lists, accounts, and procedures. My commitment (legally binding in the Agreement at the end of this magazine) is to not directly or indirectly disclose or use any of them that violates confidentiality.

## **Relationship**

I'm extremely loyal to my clients and understand the struggles, questions, personnel and customer issues, the stress, the highs and the lows as an entrepreneur myself. I sincerely want to help you reach your goals; therefore, I'm flexible

and adaptable to your schedule and what will work for your unique needs and goals. You do not get a pre-written script with me. I get in there with you and we get to work!

## **Pricing**

I have several packages for my services (detailed in this magazine). My signature course, Genius Communication, a system that teaches you and your staff how to persuade without saying a word ( an introverts dream) to increase sales and influence varies in pricing based on the online version or in-person and staff size. My hourly consulting fee is \$100 per hour.





# Strategic PACKAGES

## **Hiring/Promotion**

Hiring or promoting the right people is the number one reason I'm hired. Unfortunately, many hire or promote those they like. I am a non-partial third party that can help you hire the right person for the position and your team using my proprietary process. **\$600 (up to 3 interviews)**

## **Team Troubleshooting/Analysis**

You know that your team can make or break you. You also know it's crucial to have the right people in the right job and that they get along. I can tell you by analyzing each DISC profile along with each staff member's values where potential conflict is or might occur, how to resolve and prevent conflict, and whether each staff member is in the right job. **\$500 (up to 5 employees; ask about pricing for larger teams)**

## **Business Troubleshooting/Strategy**

Sometimes you hit a bottleneck or a wall in your business and need an objective outside point of view. That's where I come in. I, first, sit down with you for an hour-long interview of your current problem (if you have staff, we'll use an anonymous questionnaire to pinpoint hidden

issues). Next, I'll develop a strategy for your business followed up with one hour training or assistance in implementing. **\$300**

## **Monthly Training**

One of my favorite things to do is conduct monthly staff trainings to reinforce your business model and increase your profits. If your staff has taken my Genius Communication course, monthly training reinforces what they've learned plus allows for customizable training solutions. **\$100 per month or \$900 for the year.**

## **Genius Communication Training**

This training is 15 hours designed for one thing: increase profits. Everything from personalities to body language to emotional intelligence to lie detection to digital strategies are in this course. Scheduling, length of training, and content are customizable to your needs. Everything included is my secret sauce of success and is perfect for all of your team but especially any introverts. **\$1500 (up to 10 employees; ask about pricing for larger teams)**

(There's also an online version of Genius Communication at [sherriannewilson.com](http://sherriannewilson.com))

# How to Get STARTED

## **Initial Sit-Down**

The first step is an in-person or video conference meeting to visit about your current challenges, goals, and strategy on the best solutions for your business. Once we decide on the course of action and schedule, we'll sign on the dotted line for our mutual terms of agreement.

## **The Work Itself**

The next step is implementing the training, consulting, or hiring help you purchased. The way I like to work with you is to go around your schedule. My philosophy is, "Business first," meaning that you can't stop everything to work with me. For that reason, I'm very flexible to work around your business hours, current projects, and any emergencies. However, I make sure that we move in a timely fashion as well.

## **Follow Up**

I like to stay in touch with emails, phone calls, or pop ins (whichever fits you best) to make sure the work we did is working and to adjust as needed. Some of my clients like monthly staff trainings for follow up. For some, it's as needed. Whatever works best for you, we do!



# Bonus

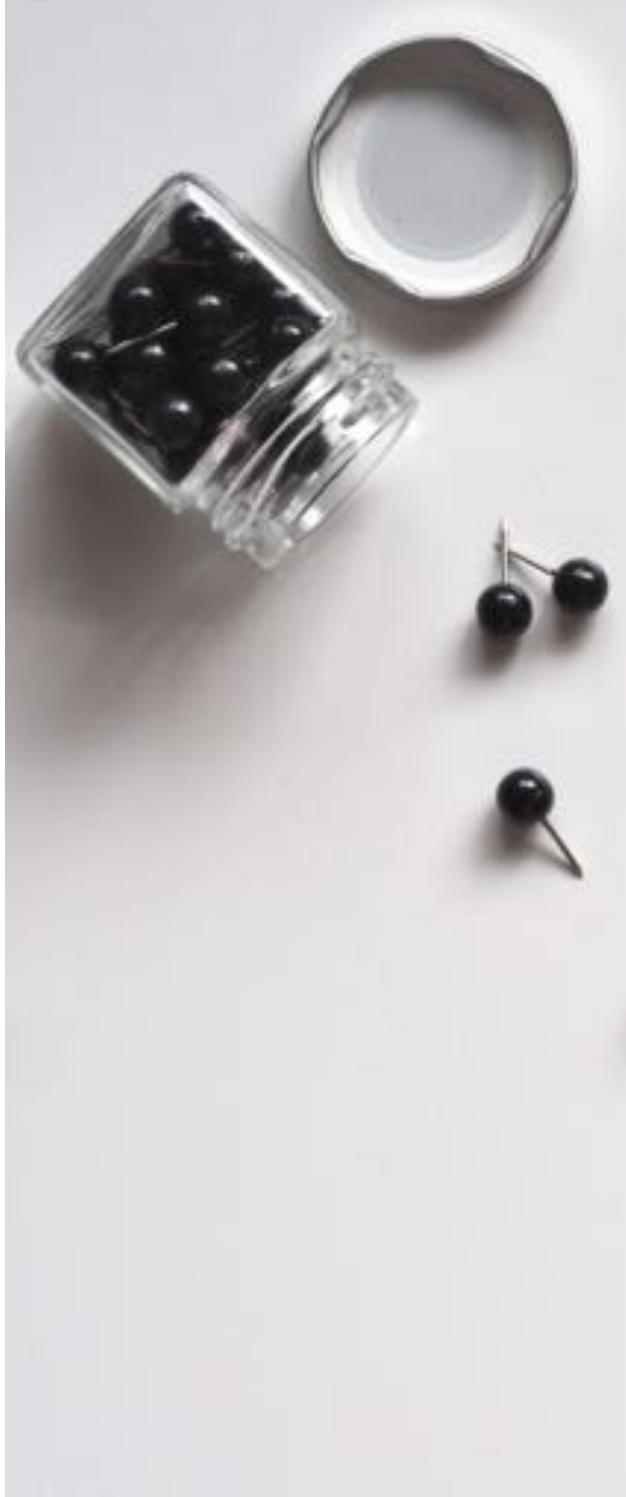
## TIP

**One of the most common mistakes** I see business owners, a.k.a. “the boss,” make is not clearly communicating your personality and management style.

I’ve discovered most business owners are a D style meaning they’re dominant, straight forward, “get your work done” kind of people. Since this style makes up only 12% of the population, you can see how this might cause issues in the workplace.

For that reason, I recommend that you or your manager create a single-page printout describing your leadership style, including potential challenging aspects, how to communicate with you, what you’re looking for, and anything else you might think of from past experiences with your staff/team.

Even though it’s a noble idea to know each staff member’s personality and how to work with them, it’s simply not always feasible. Instead, it’s your team’s responsibility to know how you are and, hopefully, reduce or eliminate misunderstanding.



# Questions for the BIZ WITH STAFF

*Before we meet, you can fill out this questionnaire and bring with you or email to me so I can get a head start. But it's not necessary. I can get all I need from our sit-down. You're busy and the process must be as convenient for you as possible! You can also fill it out and easily send online: [http://bit.ly/biz\\_staff](http://bit.ly/biz_staff)*

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

What is your single biggest challenge in business right now? \_\_\_\_\_

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Which best describes you?

- Straightforward
- Accurate
- Charismatic
- Loyal

What staff/team areas do you wish to target?

- Sales
- Conflict resolution/management
- Team building

What customer/client areas do you wish to target?

- Acquiring new customers/clients
- Regain lost customers/clients
- Customer/client retention

Which best describes you?

- Straightforward
- Accurate
- Charismatic
- Loyal

What's your communication style?

- Motivational
- Forceful
- Sensitive
- Detailed

What is your focus in communication?

- Getting stuff done
- Connecting with people

What is your time management style?

- Always late
- Right on time
- Always early

Roughly, what's the overall size of your business in terms of gross sales?

- <\$100k/year
- \$100k-499k/year
- \$500k-599k year
- \$1M-1.9M/year
- \$2M-4.9M/year
- \$5M+/year

What is your primary niche/market? \_\_\_\_\_

\_\_\_\_\_

How many employees? \_\_\_\_\_

Thank you!

# Rest of the DETAILS

If you want to get to know me more and if I even know what I'm talking about, please do a couple of things.

First, I have several free training and resources at my site: [sherriannewilson.com](http://sherriannewilson.com). The audio and transcript of my weekly Facebook Live training is also available on my blog.

Speaking of Facebook live training, you can join our private Facebook group at: [bit.ly/ninjacommunication](http://bit.ly/ninjacommunication). I train once a week on all things business plus regularly post inspiration, tips, and more.

And, I'm very proud of my favorite social media connect, my Instagram account @introvertedentrepreneurs! It's not just for introverts, though! I have plenty of business tips and valuable information for everyone.

## Contact Deets (for those my age "deets" is details)

You can contact me at:

P 575-693-6702

E [sherriannewilson@gmail.com](mailto:sherriannewilson@gmail.com)

Thank you so much for taking the time to read this client magazine! If I can help in anyway, let me know!



YOUR BODY  
LANGUAGE  
SHAPES  
WHO YOU ARE.



## INDEPENDENT CONTRACTOR AGREEMENT

This Agreement is entered into as of the [ ] day of [ ], 20[ ], between [ ] (“the Company”) and Genius Communication (“the Contractor”).

Independent Contractor. Subject to the terms and conditions of this Agreement, the Company hereby engages the Contractor as an independent contractor to perform the services set forth herein, and the Contractor hereby accepts such engagement.

Duties, Term, and Compensation. The Contractor’s duties, term of engagement, compensation and provisions for payment thereof shall be as set forth in the estimate previously provided to the Company by the Contractor and which is attached as Exhibit A, which may be amended in writing from time to time, or supplemented with subsequent estimates for services to be rendered by the Contractor and agreed to by the Company, and which collectively are hereby incorporated by reference.

Expenses. During the term of this Agreement, the Contractor shall bill and the Company shall reimburse [him or her] for all reasonable and approved out-of-pocket expenses which are incurred in connection with the performance of the duties hereunder. Notwithstanding the foregoing, expenses for the time spend by Consultant in traveling to and from Company facilities shall not be reimbursable.

Written Reports. The Company may request that project plans, progress reports and a final results report be provided by Consultant on a monthly basis. A final results report shall be due at the conclusion of the project and shall be submitted to the Company in a confidential written report at such time. The results report shall be in such form and setting forth such information and data as is reasonably requested by the Company.

Inventions. Any and all inventions, discoveries, developments and innovations conceived by the Contractor during this engagement relative to the duties under this Agreement shall be the exclusive property of the Company; and the Contractor hereby assigns all right, title, and interest in the same to the Company to the exclusion of general best business practices. Any and all inventions, discoveries, developments and innovations conceived by the Contractor prior to the term of this Agreement and utilized by [him or her] in rendering duties to the Company are hereby licensed to the Company for use in its operations and for an infinite duration. This license is non-exclusive, and may be assigned without the Contractor’s prior written approval by the Company to a wholly-owned subsidiary of the Company.

Confidentiality. The Contractor acknowledges that during the engagement [he or she] will have access to and become acquainted with various trade secrets, inventions, innovations, processes, information, records and specifications owned or licensed by the Company and/or used by the Company in connection with the operation of its business including, without limitation, the Company’s business and product processes, methods, customer lists, accounts and procedures. The Contractor agrees that [he or she] will not disclose any of the aforesaid, directly or indirectly, or use any of them in any manner, either during the term of this Agreement or at any time thereafter, except as required in the course of this engagement with the Company. All files, records, documents, blueprints, specifications, information, letters, notes, media lists, original artwork/creative, notebooks, and similar items relating to the business of the Company, whether prepared by the Contractor or

otherwise coming into [his or her] possession, shall remain the exclusive property of the Company. The Contractor shall not retain any copies of the foregoing without the Company's prior written permission. Upon the expiration or earlier termination of this Agreement, or whenever requested by the Company, the Contractor shall immediately deliver to the Company all such files, records, documents, specifications, information, and other items in [his or her] possession or under [his or her] control. The Contractor further agrees that [he or she] will not disclose [his or her] retention as an independent contractor or the terms of this Agreement to any person without the prior written consent of the Company and shall at all times preserve the confidential nature of [his or her] relationship to the Company and of the services hereunder.

Conflicts of Interest; Non-hire Provision. The Contractor represents that [he or she] is free to enter into this Agreement, and that this engagement does not violate the terms of any agreement between the Contractor and any third party. Further, the Contractor, in rendering [his or her] duties shall not utilize any invention, discovery, development, improvement, innovation, or trade secret in which [he or she] does not have a proprietary interest. During the term of this agreement, the Contractor shall devote as much of [his or her] productive time, energy and abilities to the performance of [his or her] duties hereunder as is necessary to perform the required duties in a timely and productive manner. The Contractor is expressly free to perform services for other parties while performing services for the Company. For a period of six months following any termination, the Contractor shall not, directly or indirectly hire, solicit, or encourage to leave the Company's employment, any employee, consultant, or contractor of the Company or hire any such employee, consultant, or contractor who has left the Company's employment or contractual engagement within one year of such employment or engagement.

Right to Injunction. The parties hereto acknowledge that the services to be rendered by the Contractor under this Agreement and the rights and privileges granted to the Company under the Agreement are of a special, unique, unusual, and extraordinary character which gives them a peculiar value, the loss of which cannot be reasonably or adequately compensated by damages in any action at law, and the breach by the Contractor of any of the provisions of this Agreement will cause the Company irreparable injury and damage. The Contractor expressly agrees that the Company shall be entitled to injunctive and other equitable relief in the event of, or to prevent, a breach of any provision of this Agreement by the Contractor. Resort to such equitable relief, however, shall not be construed to be a waiver of any other rights or remedies that the Company may have for damages or otherwise. The various rights and remedies of the Company under this Agreement or otherwise shall be construed to be cumulative, and no one of the them shall be exclusive of any other or of any right or remedy allowed by law.

Termination. The Company may terminate this Agreement at any time by 10 working days' written notice to the Contractor. In addition, if the Contractor is convicted of any crime or offense, fails or refuses to comply with the written policies or reasonable directive of the Company, is guilty of serious misconduct in connection with performance hereunder, or materially breaches provisions of this Agreement, the Company at any time may terminate the engagement of the Contractor immediately and without prior written notice to the Contractor.

Independent Contractor. This Agreement shall not render the Contractor an employee, partner, agent of, or joint venturer with the Company for any purpose. The



Entire Understanding. This document and any exhibit attached constitute the entire understanding and agreement of the parties, and any and all prior agreements, understandings, and representations are hereby terminated and canceled in their entirety and are of no further force and effect.

Unenforceability of Provisions. If any provision of this Agreement, or any portion thereof, is held to be invalid and unenforceable, then the remainder of this Agreement shall nevertheless remain in full force and effect.

Indemnification Clause. Each party to this agreement shall indemnify, defend, protect, hold harmless, and release the other, its officers, agents, and employees, from and against any and all claims, loss, proceedings, damages, causes of action, liability, costs, or expense, including attorneys' fees and witness fees, arising from, or in connection with, or caused by, any act, failure to act, or negligence of such indemnifying party, to the extent limited in accordance with the laws of the state of [NM]. This indemnification shall not be limited in any way, by any limitation on the amount or type of damages or compensation payable to, or for, the indemnifying party under workers' compensation, disability benefits, or other employee benefit acts.

IN WITNESS WHEREOF the undersigned have executed this Agreement as of the day and year first written above. The parties hereto agree that facsimile signatures shall be as effective as if originals.

Genius Communication

[contractor's name]

By: \_\_\_\_\_

By: \_\_\_\_\_

Its: [Owner]

Its: [title or position]

#### **SCHEDULE A**

#### **DUTIES, TERM, AND COMPENSATION**

**DUTIES:** The Contractor will [describe here the work or service to be performed]. [He or she] will report directly to [name] and to any other party designated by [name] in connection with the performance of the duties under this Agreement and shall fulfill any other duties reasonably requested by the Company and agreed to by the Contractor.

**TERM:** This engagement shall commence upon execution of this Agreement and shall continue in full force and effect through [ ] or earlier upon completion of the Contractor's duties under this Agreement. The Agreement may only be extended thereafter by mutual agreement, unless terminated earlier by operation of and in accordance with this Agreement.

**COMPENSATION:** (Choose A or B)

A. As full compensation for the services rendered pursuant to this Agreement, the Company shall pay the Contractor half down with remainder due within 15 days when service(s) is/are complete at the hourly rate of [ ] per hour, with total payment not to exceed [ ] without prior written approval by an authorized representative of the Company. Such compensation shall be payable

upon completion of work  
unless other arrangements have been agreed to.