

How We'll Work TOGETHER

for Solopreneurs



SHERRIANNEWILSON.COM



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hello

I'M SHERRI WILSON

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 provide ideas and 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 develop systems, strategy, and marketing plans that are true to who you are to attract your tribe. Knowing your business personality also helps you in future team hires.

I specialize in **introverts!** As an introvert, I know the unique obstacles we can face. And I like having **fun** while we work together!





FEATURED ARTICLE

one of the most *important* things you need to do

Have you ever had one of those days where you simply didn't know where to start on your to-do list? If you're anything like me and every solopreneur I've met, your to-do list is longer than your arm!

Because we have so much to do and work by ourselves, knowing what to do first can be a hard decision to make. In this article, you'll learn my method that makes the decision for you!

One of the most *important* things you need to do is use the following question to filter all your to-do list decisions through:

What's the ONE THING I can do, such that by doing it everything else would be easier or unnecessary?

You see, being busy and being productive are two different things. Sometimes we get caught up in doing busy tasks because it feels good to complete them (dopamine is released each time). But the reality is that busy work doesn't get you closer to your financial and business goals.

I like to rephrase this question a tad for my business to-do list:

What's the ONE THING I can do, such that by doing it I make money or get closer to my financial goals?

Let's be honest. We're in business to help people, but we're also in business to make money for our family and our dreams. There's nothing wrong with that!

Here's the process I go through when deciding which task to start with:

1. **I write down everything I need to do in all areas of life.** It can be business related, running errands,

taking out the trash, etc. I also carry around a little notebook to write down my to-do's or ideas so they're not swimming around in my head causing stress. It's called a "brain dump."

2. **I create the 20%.** From this list, I then take 20% of the most important tasks to start with. I usually put an asterisk next to them. But then I go a step further, because, remember, I'm trying to get to the ONE THING.
3. **I decide on the ONE THING.** From those 20% tasks, I then decide on the one task that will make me money, get me closer to my financial goals and make everything else easier or unnecessary.
4. **I block out time.** I find this step is the hardest for most of my clients. Your brain needs at least 20 minutes to enter into the zone. I block off 20 minutes to four hours of no phone, no Facebook, no Instagram, and no interruptions to only work on my ONE TASK.
5. **I do the rest.** Once I'm done with the one thing, I then start tackling the rest of my list guilt free. It's that simple. And I love, love, love it!

The following system I use was adapted from a great book, "The One Thing" by Gary Keller. I highly recommend reading it.



Genuine

SOLUTIONS

Training

I offer several training methods--in-person one-on-one, workshops, and my online course. My online course trains and empowers you in the art of persuasion and influence to increase sales, customer satisfaction, and customer retention. I also offer one-on-one training of the material that can be customized to your goals. I can develop unique training in the areas you need as a solo-preneur.

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 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 and your business.

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 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. My hourly consulting fee is \$100 per hour.



How to Get STARTED

Initial Sit-Down

The first step is an in-person or video conference meeting to visit about your current challenges and goals and to strategize. Once we decide on the course of action and schedule, we'll sign on the dotted line for our mutual terms of agreement (*see agreement at end of magazine*).

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!



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)

Bonus

TIP

One of the hardest challenges I faced focusing on my one thing was getting comfortable with chaos.

When you're building your business, most of your time is devoted to it. You'll have days, weeks or months that are busier than usual. What this means is that your house might not be as clean, you might have to greatly reduce free time with friends, and your yard might look like your house is vacant!

If you can delegate (hire it out or trade), then do it! How much do you make an hour? Is mowing your yard or working the business making you more money?

For a while, I traded work with one of my clients so she could clean my house. It was a blessing to her and to me. My husband now does most of the yard work.

Reality check: Balance is bunk. There's no such thing. The best thing you can do is communicate with your loved ones and what you might need from them. And get comfy in chaos!



Questions for the SOLOPRENEUR

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/solepreneur>

Name: _____

Business Name: _____

Email: _____ Phone: _____

What is your single biggest challenge in business right now? _____

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 trust currency?

- People must be open
- People must be safe and accepting
- People must be straightforward and respectful
- People must be reliable

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? _____

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. 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. 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

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.