



DIVERSIFIED STRATEGIES BUSINESS SUPPORT CENTER

Diversified Strategies Business Support Center Newsletter

August 2016



Message from the President

I hope all of you are enjoying 2016. I want to apologize for the delay in publishing this newsletter. This year has been the year of progress for both my home life and at Diversified Strategies. Progress we could not accomplish if not for you. This tax season was very successful. Thank you for all your support and faith through the good and the bad times. Since 2016 has began many things have changed for us. We have gained so much knowledge since the beginning of the year. Which has allowed us more flexibility as we cross into a new frontier.

Blessed 2 Bless (B2B) Meetings

Since November 2015, Diversified Strategies and Mr. Jason Benedict, author of *Blessed to Bless*, have been collaborating to bring small business owners a place to brainstorm and obtain a new perspective on their ideas. The B2B meetings help guide business owners to conducting business better, while incorporating biblical principles for the first hour. The second hour serves as a think tank for business owners to come together and resolve issues and to explore new ideas. These weekly meetings provides the knowledge needed to be more successful. If you would like more information, contact Linda at (757) 201-3091.

Location: 3500 Virginia Beach Blvd
Suite 420
Virginia Beach, VA 23452

Date: Every Wednesday

Time: 6:30AM to 8:30AM

“Gather a think tank of like-minded business owners to brainstorm ways to reduce over head and become more efficient.”

- Marley Majcher



Photo (From Left to Right):

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New Year, New Valued Relationships

2016 has opened many doors for Diversified Strategies including newly valued relationships. We have gained a new partner to add to the list of services we provide our clients, family, and friends.

Walter Ballard

Strategic Representative for Aflac

Walter Ballard is our newest contact from the Aflac team. He has a bachelor's degree from the U.S. Naval Academy in fluid physics and naval science; as well as a MBA in entrepreneurial management and strategic planning from the University of Pennsylvania. Mr. Ballard has an extensive history working in the navy, school system, and owning his own business. Beyond his excellent educational background and work history, he is also a strong family man. Mr. Ballard has been married to his wife, Mirlene, for over thirty years and they have three children together, Walter, Christopher, and Imani. To learn more about how Mr. Ballard can save you more on payroll by offering employee benefits, give him a call at (574) 360-8837.

New Year, New Name

Since last year we have been debating whether or not our name fits what we provide our clients with. We are not just a bookkeeping office, not just an accounting firm, we are more than that and our name should say that.

We realized there is one central concept that we provide our clients with. We are always here for support. We serve our clients as a support system and work towards seeing them succeed. This is why we changed our name to Diversified Strategies Business Support Center.

Our Online Presence

Over the last few years we have been trying to better market ourselves to the public both in person and online. Our goal is to be a five star business and we cannot do that without you. We would like you to go on our various pages, or just one, and review us for the public to see. The primary reason for this is because you know we do a great job, but they do not. This helps us grow and shows others who may be weary of our services that we are as good as we claim to be. Below you will find the links to our pages.

Facebook

www.facebook.com/diversifiedstrategies1 (or search us, leave a review, and like us!)

Yelp

www.yelp.com (search our name and leave a review)

LinkedIn

www.linkedin.com (search us and follow our page!)

Investment Opportunity

As many of you know, we are often working towards making sure Diversified Strategies is growing and expanding. We would like to offer you a chance to be apart of that growth that we are striving for.

By investing in us, we can better invest in you. We will be holding another investors meeting August 25th. For more on investing in Diversified Strategies, please contact the office at (757) 201-3091.

\$5,000.00 Minimum

****Serious Inquires Only****

Affordable Healthcare

As the Fall season quickly approaches, this means open enrollment will be happening very soon. We want to make sure that all our clients have the opportunity to get healthcare. September marks National Insurance Month and we want to make sure that you and your family are covered.

We work closely with an ACA representative to help get you and your family set up. If you would like to fill out an application, please contact the office via telephone at (757) 201-3091 or via email at info@divstrategies.com

Upcoming Events

Below is a list of every event that will be taking place this year as of May 2016. These events were brought to you by Diversified Strategies, our clients, family, and friends.

Every 2nd Friday:

Shepherd's Guide & The Trusted Compass hosts a monthly networking event from 12pm to 1pm at the Cypress Point Country Club. This event is open to the public and is free of charge. Visit their website for more information.

Every Monday & Friday

A Hope 4 Tomorrow, Inc. hosts bingo games at the Cleveland Street Bingo Hall in Virginia Beach. On Mondays the doors open at 9AM and on Fridays the doors open at 5PM.

Every Wednesday:

B2B Meetings (refer to page one for more information).

Every 3rd Tuesday:

Business Connections (see the article on page 3 for more information)

As a business owner, who listens to you?

Do you have a clear picture of what your numbers mean?

Do you have a board to bounce ideas off and get valuable feedback?

Want to know the strategic opportunities your financials show?

Do you need assistance with organizing and maintaining all those receipts?

We Will! Call us today!

Diversified Strategies
Business Support Center

FREE Initial Consult

Call to schedule an appointment today!

(757) 201-3091

*Exclusions May Apply

Our newest postcard, please stop by and pick some up! Don't forget there is a \$125 credit to your account for every referral you bring in!

Monthly Business Connections

This year we have decided to devote more time to giving our clients and others the opportunity to learn and grow through others. We will be hosting a monthly business connection, which will focus on topics to help business growth as well as guide those potential business owners.

Each seminar will highlight an industry, have a guest speaker who will provide insight on how to better your business, and provide networking opportunities. Dinner will be provided. This event is open to the public, so if you know someone who could benefit from these events, please tell them to see our Facebook page or Eventbrite pages.

For more information, contact Jameika Simmons at (757) 201-3091.

Topics: How to better market your business (Aug. 16th), Business Survival (Sept. 13th), Business Unmasked: Secrets to a Successful Business (Oct. 18th), Setting & Accomplishing Goals (Dec. 13th)

Location: Virginia Beach Public Library

Date: Every 3rd Tuesday (except for in November)

Time: 6:30pm to 8:30pm

Cost: FREE

New Client Welcome

Since December 2015, we have gained several new clients, from referrals to walk-ins. We wanted to take this time to welcome each of you to the Diversified Strategies community. Thank you for choosing Diversified Strategies for all your financial needs.

All Purpose Trucking, LLC
Canaan Enterprises
Clever Communities in Action
Dotson Hauling, LLC
Going to College is EZ
Green Collar Landscaping
In Route Transport, LLC
McLaurin Auto Consulting, LLC
Next Level Services
Sessoms Services, LLC

Sinclair Solution, LLC
4 Brothers Social Club
Bell, LLC
Giddens Lawn Care & Pressure Washing
Ing Air
J&M Adult Care Services, LLC
LA Russel DeZigns, LLC
Riddick Enterprises
T&S Risen Group
TW Trucking, LLC

Contact Us

Give us a call for more information about our services and products

Diversified Strategies
3500 Virginia Beach Blvd.
Suite 420
Virginia Beach, VA 23452

Phone: (757) 201-3091

Fax: (888) 515-0993

info@divstrategies.com

Visit us on the web at
www.divstrategies.com

Like us on Facebook at
[www.facebook.com/
diversifiedstrategies1](https://www.facebook.com/diversifiedstrategies1)

Diversified Strategies brings balance to your business.

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