

THE SWEENEY TICKET

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Be Different:

Avoid These Business Missteps

Small business owners and managers work hard running their respective businesses, trying to satisfy customers, and motivating employees. They make critical decisions every day that affect current and future operations.

Unfortunately, with so much to do, many owners make the following missteps along the way:

Changing Priorities – It is difficult for employees to invest time and energy into a project that is immediately dropped for another option. Certainly, priorities can change in a small business, but it is imperative to owners and managers to clearly articulate objectives of a project and stick with it until completed before moving on to something else.

Marketing Initiatives Help Promote New Pitching Training Aid Product



Inventor of the revolutionary softball pitching aid, *The Pitchers' Plank*, Col. Mark Frampton, USMC, (Ret.) recognized the marketing efforts implemented by *Sweeney Enterprises LLC* in promoting this new product to the public.

"As we attempted to launch our totally brand-new softball pitching training device, The Pitchers' Plank, and knowing virtually NOTHING about advertising on social media, Denis was a "no-brainer" choice. Having worked with Denis previously, he was more than accommodating to my needs, particularly my crazy schedule at the critical time. With the help of his daughter, Molly, they did a first-rate professional video shoot, complete with top quality action videos, great sound, over-dubs and still shots for inclusion on our website. His ability to set up a Facebook page and tie it to our website was also first-rate, as well as being quick and painless. Moreover, he was able to simplify the Facebook advertising puzzle to greatly assist this social media neophyte."

Thank You Tompkins County Chamber



Denis Sweeney of *Sweeney Enterprises LLC* (left) and Mark Wille of *MRW Consulting* prior to their presentation in Ithaca.

MRW Consulting and *Sweeney Enterprises LLC* recently spoke at the Tompkins County Chamber's Small Biz, Think BIG seminar. Mark Wille of *MRW Consulting* and Denis Sweeney of *Sweeney Enterprises LLC* presented a variety of marketing and fundraising strategies for 20 nonprofit members who attended the half-day session.

Little Communication – An informed workforce is a productive workforce. Communicate with employees on important issues. Have an open-door policy. Employees want the opportunity to speak at times with owners and managers without feeling they are being disruptive.

Failure to Delegate – Owners should concentrate on leadership and focus on higher-level tasks. Training and delegation are keys to efficiency that owners and managers must practice.

Constant Oversight – Quiet observation is usually a more prudent course of action. Comments and suggestions should be made in private with a positive tone of constructive criticism and motivation. Employees love the opportunity to offer their feedback as well.

Financial Mismanagement – All facets of a business are important but without cash and proper financial management and oversight, the long-term growth and success of a business will be hampered. This important function cannot be left strictly to others.

Business growth and success are achieved by making constant improvements in operations...daily, weekly, monthly. Consider how the above missteps can be overcome leading to improved operations and, ultimately, net profit.

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dsweeney@sweeneyenterprises.com

Scan our QR Code to download the order form to convert your VHS Tapes to DVDs/USB Flash Drives

Our new service of converting VHS tapes to a DVD or USB Flash Drive has been well-received. Here's what Sharon Messina of Deerfield Beach, Florida had to say:

"After more than 46 years of living in our current home, we decided it was time to sell. Moving is an arduous, time-consuming, tedious task. There are so many decisions about what to keep, what to sell, and what to throw away. Including 46 years of memories.

We were lucky our daughter knew Denis Sweeney, and graciously said she was making a gift of converting our VHS

tapes. Before I knew it, she had them back to us. Turnaround time was very fast! Then, in the midst of all I had to do to get ready for this move, I said well let's just see what pops up. They were conveniently labeled with a reference sheet to easily identify what you are watching.

I have one older Mac that has a Zip drive so I went ahead and loaded up! You do need Flip Player and we have that downloaded and WOW! Next thing I knew it was Christmas 1997. There was my mother still in her prime, her car parked in the driveway, the dog barking, and one of my infamous Christmas trees. How I cried hearing and seeing all that. My Shelley was just married....no kids yet. The old wallpaper, the old rug. Oh my, like a flood of precious memories right there in front of me.

Thank you, Denis, for doing this for us. You will LOVE his finished product and the hours of memories. We forget more than we like to admit. The details are there in front of you that capture years. Not on a shelf in some box you may never look at again even if you had a VHS player.

We are who we are because of those who come before us, we need to remember and cherish. "

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Sweeney Enterprises LLC:
A Member of the Social
Media Network

