

# THE SWEENEY TICKET

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## Some Business Improvements Don't Cost Anything



An efficient no-cost way to improve operations is to simply observe...observe employees, observe customers, observe competitors. The best part

of observation, which includes oversight and listening, is that there is no cost to the business and lessons learned can be implemented immediately.

**Observe Employees** – Employees are always doing something...or should be doing something that is productive and beneficial to the business. Owners must be proactive, however, when taking this approach to business improvement. Observation is not

## VHS Tape Transfer Goes National

More and more people and businesses are looking to digitize their VHS and VHS-C cassette tapes to either a DVD or USB flash drive. In recent months, many of those individuals and businesses have turned to *Sweeney Enterprises LLC* to accomplish the task of preserving their personal memories or business instructional messages.

Businesses and individuals from the following states have utilized *Sweeney Enterprises LLC* in converting their VHS tapes to a digital format:

Arizona	California	Florida
Illinois	Kentucky	New York
Oklahoma		

Here's what PJ Lekas from California had to say about this service...

*"Working with Denis with the conversion of precious VHS tapes to a USB flash drive could not have been easier. He communicated in a very timely manner and was very responsive. He offered suggestions along the way which made things feel quite comfortable. I highly recommend Denis to safely manage your irreplaceable photos and/or videos."*

For a price list/order form e-mail [dsweeney@sweenenterprises.com](mailto:dsweeney@sweenenterprises.com).

## Is an LLC the Best Route to Protect You and Your Business?

Establishing a limited liability company (LLC) may be the best avenue in curbing a small business owner's personal liability. *Sweeney Enterprises LLC* can become your guide in setting up your business as an LLC.

Business owner, Karen Harris of *Massage by Karen LMT LLC* appreciated *Sweeney Enterprises LLC's* assistance in establishing her LLC:

*"I am very thankful to Denis Sweeney. I have taken his classes through the Chemung County Chamber of Commerce and when I was looking to get my LLC, he was the person I hired to help me navigate the process. He was very informative and had a step-by-step plan laid out so I could do it myself."*

Contact *Sweeney Enterprises LLC* today if you're looking to establish your own LLC business.

sitting in an office. This might be actual observation, participating with employees in various job-related activities, listening or joining in on phone conversations, or follow-up with customers.

**Observe Customers** – No one knows more what customers want than customers themselves. When a business meets customer demands better than its competition, it lays a solid foundation for future growth and long-term sustainability.

**Observe Competitors** – Businesses do not operate in a space only reserved for them. Knowledge of the competition allows a business to improve upon what it is doing in order to gain a competitive edge.

**Continuous Observation** – Observation, whether with employees, customers, or the competition, must be continuous to be effective. Since observations are a simple, no-cost management tool to improve business performance, there is no excuse to use this approach.

**Only Upside** – Since there is no downside to observation and only upside, start observing and see the results!

## *Now Is THE Time to Hire a Consultant*



If there was ever a time when small businesses needed to hire a consultant, it is now!

**Imagine This** – You're a small business owner. Before the pandemic hit, your business was either growing, declining, or remaining stable. You can search the Internet or buy a stack of books on how to improve your business and answer the many lingering questions you have. But, wait a minute. You barely have enough time to manage your business and juggle cash flow much less have the time to spending researching and reading.

**Time for a Consultant** – Now is the perfect time for a small business to engage the services of a consultant specialized in this area of business. A consultant can provide expert professional advice on improving operations and, ultimately, stabilizing and/or increasing profitability.

**Opinions** – Owners are usually biased towards their own opinions. Employees generally fear not agreeing with the boss. Consultants, on the other hand, offer unbiased opinions.

**An Investment** – Hiring a consultant is an investment. A qualified consultant will never be a cost to a business, but rather an investment that will be returned with improved operations, lower costs, and higher profits.

When a pandemic hits, it's time to call in a consultant!

*Visit Sweeney Enterprises LLC on the web and learn ow Sweeney Enterprises LLC can serve as your marketing/public relations/video production consultant.*

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