

# **PRODUCT AND SERVICES CATALOG**

***PRISM BUSINESS ADVISORS***



***Transforming Dreams Into Dollars!***

## PRISM BUSINESS ADVISORS – CLEARLY CAPABLE!



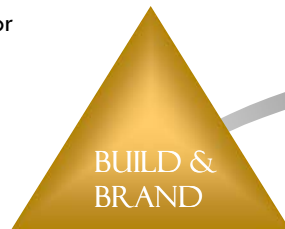
PRISM is unique in that we organically grew a highly successful business and continue to keep and grow that same business while sharing our past knowledge, current and best practices and ongoing in-the-field training with entrepreneurs and aspiring leaders that are like minded.

The saying “It’s lonely at the top” is so true. By partnering with PRISM, you will have new-found friends to help mentor, guide and assist you in resolving problems and moving you closer to your goals and dreams.

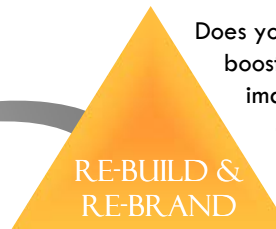
While each contract we take is uniquely designed for each client’s specifications and specific business ideas, plans and goals, the following is a general menu of services provided.

## BUSINESS CONSULTING SERVICES:

Are you just starting out and need some direction or measurable goals? We will partner with you and map out a game plan.



Does your business need a boost? Looking for a new image? Are you doing all the right things but it is not showing up on the bottom line?



Does your established business need to take a look at its practices and where dollars are being spent? We will partner with you to strategize for long-term stability.



- **Build & Brand** – This appeals to companies that are brand new, have a vision and a general business plan and are ready to launch. We will partner with you to map out a game plan with a very clear path and tangible end results each step of the way.
- **Re-Build & Re-brand** – This appeals to companies that had a great business plan but it never really got off the ground successfully. These companies are in need of a face lift and we help you to shed what doesn’t work in favor of what will work.
- **Diversify & Stabilize** – This appeals to companies whose cash flow is up and down on a regular basis because of the goods/services they provide and the way they are spending their resources. We can help you analyze your business practices, your clientele, where you are spending your dollars and your efficiencies to come up with practical, measurable concepts to add diversification and balance the company’s cash flow.

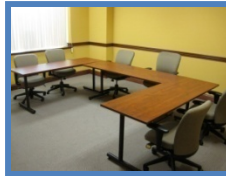
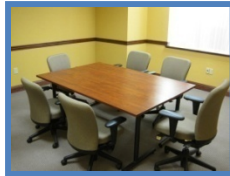
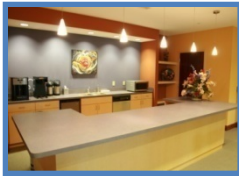
## ADDITIONAL SERVICES

### PRISM Space Rental

**Come tour our new training facility!**

PRISM's new training facility is not only attractive, it's functional too! Professional space with state-of-the-art equipment that is just minutes from CVG Airport and downtown Cincinnati. The PRISM Building is both highly visible and easily accessible just off the Kyles Lane exit from Interstate 75.

In addition to a hospitality area, and a separate large training room, we also have two private conference rooms that can be configured to meet any needs.



**Training Room - \$500 a day  
\$250 ½ day**

**Conference Rooms - \$25.00 an hour**

#### AMENITIES

- Self-serve coffee, tea, water
- Customizable room configurations
- Video Projection Equipment

#### FIRST CLASS BUILDING

- Spacious floor plan
- Welcoming Reception area
- Large Training room

#### EXCELLENT LOCATION

- Located minutes from CVG Airport
- Easy access to highways (75/71 and 275)
- Downtown Cincinnati only 10 minutes away

### Business Plan Preparation

A business plan is necessary to explain and illustrate the vision you have for your business, and to persuade others to help you achieve that vision. PRISM can help you present your business concept in a way that allows others to understand quickly and precisely what you envision.

**We can guide you through the process of writing your Business Plan including:**

- An Executive Summary
- Market Analysis/Marketing Strategies
- Products, Services, and Pricing
- Leadership Philosophy/Profiles of your Leadership Team
- Timetable/Use of Initial Capital
- Revenue Projections/Pro-forma Cash Flow
- Preliminary Operations Plan
- Technology/Website/Logo
- Policies/Avoiding Pitfalls

**Quoted by Client  
Specifications**

### Social Media One on One Session

Social Media is an easy and free way to market your business.

- Are you taking advantage of a free way to get your message out to your clients and prospects?

*Accounts already set up but need some extra training? We will meet with you at our hourly rate. PRISM also offers pricing packages for handling your social media accounts for you.*

**Come to PRISM for a session and leave with  
all of your social media accounts set up!**

**\$200**

### WORK SMART, NOT HARD! One on One Session

Go from Frazzled to Fantastic! Organization is critical to success.

- Do you need to de-clutter your office?
- We will help you set up your PENDING system folders!
- Learn how to implement the ePENDING and clear out your email box!

**\*Includes:** The *WORK SMART, Not Hard!* eBook

**Schedule a one-on-one session in your office!  
(Up to two hours in length)**

**\$199**

### Website Design

You can have a great website at a great price using very little of your time! You could do it yourself, hire a designer and use a lot of your time OR you can let PRISM take care of it for you.

If you have an outdated website or it has become stagnant and needs a facelift, consider a re-brand where you freshen up the colors, style and content to address your business today.

A branded web presence is essential. We can design, create and publish a professional website while you use your time to run your business.

**Quoted by Client  
Specifications**

# SAMPLES PRISM transformed these websites from Antiquated to Amazing!

## Positive Message Music - Cincinnati, Ohio



## Schuerman Fitness - Florence, Kentucky



### Jeff Schuerman's Fitness Training

BEFORE

Home Page

About

Personal Training

Sport Specific

Contact

**HOME PAGE**

*"Jeff Schuerman's Personal Fitness Training believes that working out, eating for health and maintaining cardiovascular activity will bring success."*  
-Jeff Schuerman

Jeff Schuerman's Fitness Training gives you:

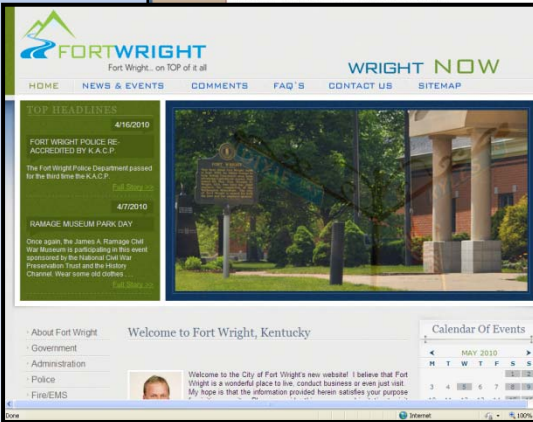
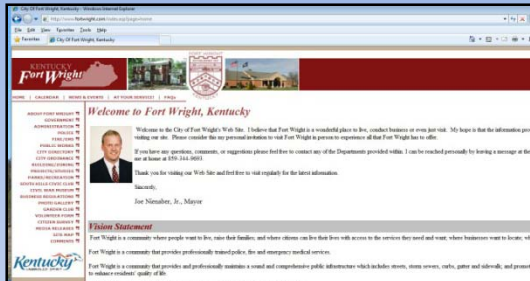
Personally designed work outs to maximize fat burning!

Nutritional program to jump start your metabolism!

Easy and tasty meal plans for enhanced results!

## City of Fort Wright - Fort Wright, Kentucky

BEFORE



## Aarrowood Plants & Flowers, LLC - Cincinnati, Ohio

BEFORE



## Kohnen & Patton LLP - Cincinnati, Ohio



## OUR BUSINESS WORKSHOPS!

### WORK SMART, Not Hard!

Does getting everything you need to get done in a day sometimes feel that you are actually going backward instead of forward and there is no time to truly launch your dream business?

- ✓ Gain control of your chaotic workload and significantly reduce stress
- ✓ Become peaceful and purposeful again

On-Site at PRISM  
or  
Host a workshop  
at your company!

Webinars also available!



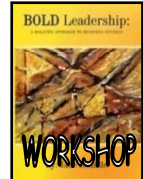
### BOLD Leadership! A Holistic Approach to Business

Have you read a lot of books on management and leadership, but cannot seem to adopt a style that actually works and are concerned about your ability to lead a business to success?

Analyze your leadership style. The old ways of conducting business are out. There is a new business mindset.

- ✓ Success is attainable for anyone who truly wants it
- ✓ Make a plan, define success and enjoy the journey

On-Site at PRISM  
\$199 per person



### WORK SMART, Not Hard! Technology Training

Do you feel that you are struggling to maintain your email inbox? Do you sometimes wonder if there is an easier way to do something by using technology?

Using the concepts from the book **WORK SMART, Not Hard! Organizational Tips and Tools That Will Change Your Life!**, this technology training workshop is designed to help you stop struggling at work and use technology to help you work smart!

- ✓ Learn simple steps to organize your email and electronic data
- ✓ Learn how shortcuts can help you save time and reduce stress

On-Site at PRISM  
\$49 per person  
or  
Host a workshop  
at your company!



### Microsoft Office 2007 Training

PRISM offers four types of Microsoft Office training: Excel, Outlook, PowerPoint and Word. Ray Winiarski, our technology trainer, is certified in Microsoft Office 2007 products.

With each Microsoft application, we offer three levels of instruction.

- ✓ Outshine the competition with documents that really stand out
- ✓ Learn how to keep track of all of your contacts and always stay on schedule with your calendar
- ✓ Learn how to organize and manage your data and spreadsheets

On-Site at PRISM  
Price varies by course taught



### Social Media!

Are you on LinkedIn, Facebook or Twitter? If not, why?

Social media has taken the business world by storm in recent years. It has changed the way we connect with people and the way we advertise our businesses.

- ✓ Learn how to incorporate this effective marketing tool into your marketing mix and build credibility
- ✓ Learn how to maintain a professional image on social media sites

One on One Training  
\$200 per person  
or  
Host a workshop  
at your company!



### Employee Success!

The Employee Success Workshop will add tremendous value to your organization by increasing morale, empowering each employee to bring their best self to work each day and ignite new passion and energy which is contagious! Some of the things employees will learn:

- ✓ Improve communication, support and trust within their team
- ✓ Become fluid and flexible thereby accepting change as good!
- ✓ How to gain the opportunity to make a difference each day.

On-Site at PRISM  
\$49 per person  
or  
Host a workshop  
at your company!



### Caring For The Customer!

Are you attracting and keeping customers one call at a time? Are you giving each caller a positive experience? Are you conducting business with kindness?

- ✓ Learn the secrets to calming an upset caller
- ✓ Learn how to work under pressure

On-Site at PRISM  
\$49 per person  
or  
Host a workshop  
at your company!



All workshops are offered at the PRISM Building in Fort Wright, KY.  
If you wish to offer any programs to your staff at your office,  
please contact us!



Located at: The PRISM Building  
809 Wright's Summit Parkway, 1st floor Training Room  
Ft. Wright, KY 41011  
(859) 344-2746

**AVAILABLE PRODUCTS**

**WORK SMART, Not Hard!**  
Paperback

Author: Jane Schulte

**\$19.95 each**

Available on Amazon.com

**\$15 each at Workshops**

**Organizational Tips and Tools That Will Change Your Life!**



**Social Media "How To Guide!"**

**\$10.00 each**

**Quick Guide to Facebook, Twitter, and LinkedIn!**



**WORK SMART, Not Hard!**  
For College Students Paperback

Author: Jane Schulte

**\$19.95 each**

Available on Amazon.com

**\$15 each at Workshops**



**WORK SMART, Not Hard!**  
The PEND System

**\$25.00 each Letter Size**

**\$30.00 each Legal Size**

**\$40.00 each Plastic Travel PEND System**

*Ready-to-use kit!*

**PEND = Put an End to Needless Distraction™**

*Put it in a drawer ... in a rolling cart... or in your traveling PEND!*



**BOLD Leadership!**  
Paperback

Author: Jane Schulte

**\$24.95 each**

Available on Amazon.com

**\$20 each at Workshops**



**A Holistic Approach To Business Success!**

**Promotional Posters!**

**\$150 per poster**

Size 24" x 36"



## MEET OUR TEAM!



**JANE SCHULTE,**  
Business Strategist  
[jane.schulte@PRISMsuccess.com](mailto:jane.schulte@PRISMsuccess.com)  
859-344-2726

Jane Schulte is the COO of PRISM. She formed the core team that started PRISM in May of 2006 and spearheaded its amazing growth from 8 to 60 people in just 18 months.

Jane's expertise as a Business Strategist includes marketing and business development, business operations and financial management and analysis and implementation of successful business practices. Her strengths include developing and maintaining business relationships, recruiting and mentoring, strategic planning, employee relations, human resources, facilities management as well as establishing and growing new business ventures.



**KIM JEHN,** Marketing Strategist  
[kim.jehn@PRISMsuccess.com](mailto:kim.jehn@PRISMsuccess.com)  
859-344-2731

Kim is the Public Relations Manager of PRISM and a member of PRISM's core team. Her expertise as a Marketing Strategist lies in the areas of marketing, branding, business development and sales, social media, website planning, event planning, and presenting the Work Smart workshop.

Kim also works with individuals on creating a business personality, networking, event planning, press/media, follow up systems, and testimonial development.



**MEG FRODGE,**  
Office Environment Strategist  
[meg.frodge@PRISMsuccess.com](mailto:meg.frodge@PRISMsuccess.com)  
859-344-2729

Meg is the Office Manager of PRISM and a member of PRISM's core team. She embraced the role of the "Corporate Caregiver" and spearheaded all of PRISM's employee enrichment and ambassador programs. She continues to create and facilitate opportunities for growth and learning for the employees which can be attributed PRISM's low turnover and healthy working environment.

Meg works closely with PRISM's vendors, developing working relationships that have yielded commitment to best pricing and quality of products and services. She also manages the PRISM building facilities and all services related to its office space.



**ANN WOLF,**  
Human Resources Strategist  
[ann.wolf@PRISMsuccess.com](mailto:ann.wolf@PRISMsuccess.com)  
859-344-2727

Ann is the Human Resources Manager of PRISM and a member of PRISM's core team. She has grown and cultivated PRISM's Human Resources Department from "the ground up" and manages all aspects of human resources for PRISM employees including recruiting and hiring, benefit administration, payroll, policies and procedures, compliance and personnel issues.

As a Human Resources Strategist, Ann teaches non-legal HR functions such as writing ads, job descriptions, interviewing, on-boarding new employees, benefit administration, carrying out policies and procedures, how to conduct employee evaluations, recordkeeping and how to implement a step-by-step, easy to follow policy for each function of human resources.



**Ray Winialski,** Technology Trainer  
[ray.winialski@PRISMsuccess.com](mailto:ray.winialski@PRISMsuccess.com)  
859-344-2734

Ray is the Technology Trainer and provides training to all employees at PRISM. He is a MCT (Microsoft Certified Trainer) for Microsoft Office products. In addition to training, Ray is our SQL Server DBA and handles all solutions with our production software, helping us keep up to date on the latest software products.

As Technology Trainer, Ray provides Microsoft Office Training to our clients as well as WORK SMART Technology Training.



**DEBBIE FARRELL,** Financial Strategist  
[debbie.farrell@PRISMsuccess.com](mailto:debbie.farrell@PRISMsuccess.com)  
859-344-2831

Debbie is the Accounting Manager of PRISM and member of PRISM's core team. She has demonstrated leadership ability not only in managing the company's finances with precision, but also by getting involved in other aspects of the business where she was able to utilize her talents to benefit the organization and its employees.

As a Financial Strategist, Debbie teaches general accounting, tax planning, fixed asset reporting, budgeting, cash-flow projecting and reporting and building efficient accounting systems and procedures.

## PRISM Business Advisors Clients!

*These companies and organizations have benefited from our services or workshops:*

|   |   |
|---|---|
| Aarrowood Plants                        | HK Campbell & Company                       |
| Aglamesis Bros. Ice Cream and Candy     | Heister Insurance Associates                |
| American Academy of Professional Coders | Horan & Associates                          |
| Patricia Heimbuch, Ameriprise           | Integrity Development Corp.                 |
| Arthritis Foundation                    | International Special Events Society        |
| Association of Legal Administrators     | KDM Pop Solutions                           |
| Beckfield College                       | Kohnen & Patton                             |
| Bronze Leopard                          | Lexington Ad Club                           |
| Budget Business Computers               | Manufacturers Agents of Cincinnati          |
| Campbell County Library                 | Northern Kentucky Chamber of Commerce       |
| Career One-Stop                         | Ohio Valley Girl Scouts                     |
| Cincinnati Business Courier             | Positive Message Music                      |
| CincyChic                               | Regional Commerce Partnership               |
| Cincinnati Chamber of Commerce          | Schuerman Fitness                           |
| City of Fort Wright, KY                 | Silco Fire Protection                       |
| Clark-Theders Insurance Agency          | Southern Ohio PGA                           |
| Cold Spring Library                     | Special Libraries Association (SLA)         |
| Cookies by Design-Cincinnati            | St. Vincent De Paul Covington               |
| Dorel Juvenile Group                    | The Pautke Group                            |
| Fidelity Residential Solutions          | Tri State User Group                        |
| Financial Asset Services                | True Blu Healing                            |
| Glier's Goetta Company                  | U.S. Real Estate Services                   |
| Great Oaks                              | Fred Brackmann, Vistage International Chair |
| Griffin Waste Management                | Queen City Sausage                          |
|   | Wishing Moon Farm                           |

## CONTACT US!

Are you ready? You have nothing to lose, so contact PRISM today and be on your way to ultimate success tomorrow. Initial consultations are FREE.

Contact Kim Jehn, [kim.jehn@PRISMsuccess.com](mailto:kim.jehn@PRISMsuccess.com), 859-344-2731

809 Wright's Summit Parkway, Suite 200  
Ft. Wright, Kentucky 41011  
(859) 344-2720 (main number)  
[www.PRISMsuccess.com](http://www.PRISMsuccess.com)

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