

April 2021

Message from the Founder & CEO

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Spring is in the air and the Cherry Blossoms are in bloom. It's time to shed our winter clothes and our winter thoughts. It's time to refresh our lives and our businesses.

We planted the seeds of entrepreneurship and innovation and now It's time watch them grow. Tend to your garden and you will reap it's harvest!



Sharon Taylor

Spring Clean Your Business

Out with the old and in with the new. Time for pruning so that your business harvest will be bountiful. Here a few easy tips to refresh your business:



- Try new technology that will make you more efficient – What platforms do you use to communicate with your clients? Do you have coupons, specials, or giveaways? Try out apps that can do this for you automatically.
- Network with friends in business or find an online mentor - Reach out to likeminded persons and ask for advice. Follow them on social media, see what their doing, and follow who they're following. Don't be afraid to join in on their online conversations. Make yourself known.
- Update your biography – Have you done something new and exciting since you created your Bio? How about a more recent headshot? "Canva" is a great toll for creating exciting Bios and Resumes.
- Redesign your physical workspace – Clean your windows, add a diffuser with a calming scent. Add some plants and flowers. You spend a lot of time working so make it inviting.
- Create a list of words that represent your brand – Is your business: Family Centric, Innovative, Efficient, Hands On? Use YOUR list of words on your social media platforms, your elevator pitch, taglines, and hashtags.
- Re-evaluate your pricing – Do you provide services that you can bundle at a discount? Do you have stock you need to get rid of that can offer you some quick cash? Should you increase some services while decreasing others based on trends. Create a new service price list and add it to your website.

"Do what you can, with what you have, where you are."
~ Anonymous

Growing Your Financial Wealth with Wanda Alston “Make It Simple Solutions”

Wanda Alston



Wanda Alston, CEO of Make It Simple Solutions, is a certified Financial Coach through the Dave Ramsey Financial Coach Master Training.

Make It Simple Solutions is built on Integrity, with a desire to see others reach an area of financial stability and prosperity in their lives.

Her savvy financial planning and solid business practices, combined with exceptional customer service, has helped several families and small businesses, for over 20 years, regain financial control in their lives and businesses. We continue working with many families and small businesses to help them create a healthy financial foundation, that completely transform their cash flow and give them understanding on how to manage their money. Our favorite saying is “you must give money an assignment”!

Wanda Alston, CEO of Make It Simple Solutions, is a certified Financial Coach through the Dave Ramsey Financial Coach Master Training. Alston conducted Financial Literacy workshops for My Sport Network International (MSNI), teaching youth athletes the importance of budgeting and saving money. In addition, her experience has been utilized by several companies to build a cash flow plan to operate their business effectively. With her guidance and expertise, business owners were able to gain control over their finances and establish an operating plan to effectively support their financial goals. Her heart is and always has been, to help others to succeed in their finances, overcome debt, and maintain financial independence.

Ready to Spring into action?

Email Wanda: walstonmanagement@gmail.com

Is Your Home Prepared for the Spring Real Estate Market?

Once a seller prepares themselves and their family for the spring real estate market, it's now time to make sure their home is prepared. It's very important that when selling a home, whether it's during the spring or not, that a seller understands how to prepare a home for the real estate market. Below are many of the interior, exterior and general tasks that should be completed prior to selling a home during the spring real estate market.

Interior Task to Complete While Preparing

Quick – Easy – Affordable

- Clean Windows
- Clean Lightbulbs and Replace if Necessary
- Wash & Polish Flooring
- Vacuum & Steam Clean Carpeting
- Dust all Surfaces
- Organize all Closets and Storage Areas
- Declutter
- Clean Appliances



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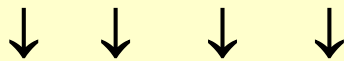
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Need Help? Contact Cathy!

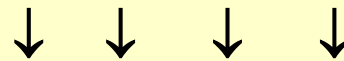


Resources For You

Non-Profit Grant Opportunities



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[Walmart Non-Profit Grant Opportunities](#)

Note: If you'd like your business spotlighted or like to share your comments, please contact us at: theBVDCenter@gmail.com or visit us at: theBVDCenter.org