



Tool for your business success!

Moderator: Leah Gervais

Panelist:

Rachael Kay Albers

Jon Shelton

Elisabeth Young



Today's moderator



Leah Gervais

Business Coach for six-figure entrepreneurs

@Urban20Something

Panelists



Rachael Kay Albers
Founder, RKA ink



Jon Shelton
Founder, Shelton Builders, LLC



Elisabeth Young
CEO, ElisaAnne Calligraphy

Agenda

What type of tools do you need for business success?

- Marketing should be the focus at the beginning of a business- what's a tool or process you use/used in the beginning?
- What simplifies technology?
- Do you have a tool that helps outsource or that IS the outsourcing?
- What is the biggest mistake you see people make in using business tools?
- What keeps you in your role as CEO?

Q&A

Questions for the Panelists?



Rachael Kay Albers
Founder, RKA ink



Jon Shelton
Founder, Shelton Builders, LLC

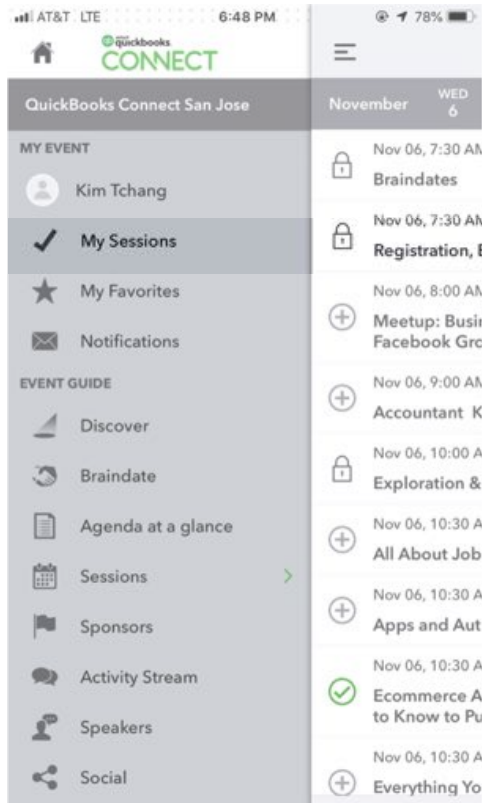


Elisabeth Young
CEO, ElisaAnne Calligraphy

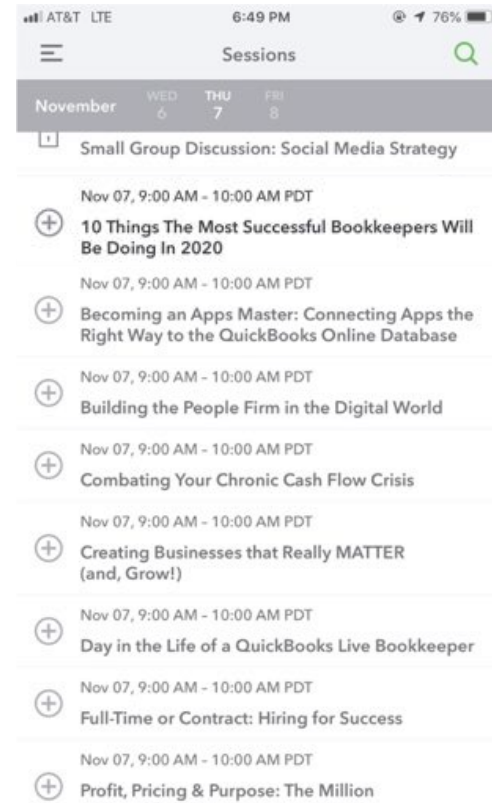
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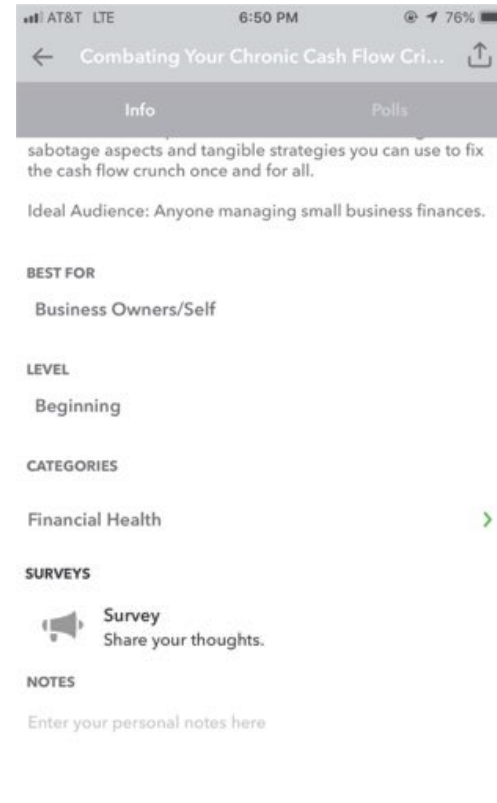
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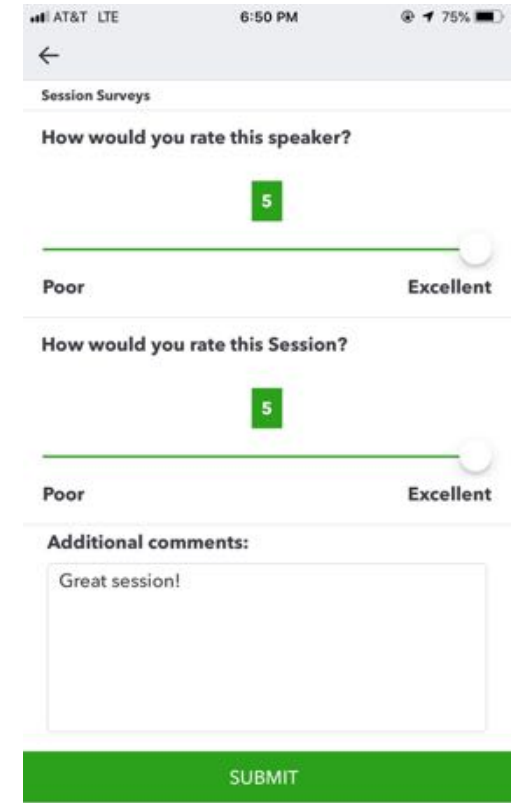
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The screenshot shows the QuickBooks Connect agenda page for November 7. At the top, there is a navigation bar with the QuickBooks Connect logo and links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is in the top right corner. Below the navigation bar, there are tabs for 'November 6 - Accountant Day', 'November 7' (which is selected), and 'November 8'. A 'Print Agenda' link is on the right. The main content area features a search bar labeled 'Search for sessions' and a row of filter buttons: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. An 'Expand all +' link is on the right. The agenda items are listed in a table with time slots on the left and session titles on the right. The items are: '7:30-9:00 am Registration, Breakfast & Exploration'; '7:30-10:30 am Braindates' (with a description and 'Best for: All Audiences', 'CPE Hours: not eligible'); '8:00-8:30 am Yoga'; and '8:00-8:45 am Breakout Sessions' (with sub-items: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm').

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