

GETTING TO THE HEART OF YOUR BUSINESS

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Path To Publishing



The heart of a business is reliable and relatable, and Path To Publishing is here to make it relay-able. This workshop will help businesses and entrepreneurs do that.



GETTING TO THE HEART OF YOUR BUSINESS

OVERVIEW

Path To Publishing's *Getting to the Heart of Your Business* workshop focuses on helping business owners and entrepreneurs get to the true core of their business—not just who they are but also what they do, how what they do impacts others, how they do it, and why.

With this knowledge and understanding, attendees are empowered to be able to relay it in a way that connects with their ideal audiences and potential clients.

Attendees of the presentation will be provided with a worksheet and a chance to work through it with the instructor, Joylynn M. Ross, who will guide them through the exercise of getting to the heart and soul of their business.

This is an effective exercise that Path To Publishing has done countless times with corporate clients as well as business owners, entrepreneurs, and CEOs.

The USP (Unique Selling Proposition) of Path To Publishing is our heart, and in this workshop, we use it to get to the heart of the attendees.

For any willing participants, we invite them to share aloud what they see as the heart of their business—or allow the instructor to walk them through the process of getting to it—to be an example to the others of how deep they need to dig.

When attendees leave, they will have a foundation to build upon—to build pitches, mission statements, vision statements, vision scripts, and more. Once they start using their hearts to steer their business, they aren't going to believe how success and abundance are going to flow with ease.



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WORKSHOP SUMMARY

The heart of a business is reliable and relatable, and Path To Publishing is here to make it relay-able. Sharing the heart of a business goes beyond the why and brings forward the who, what, and how as well.

This is reliable content because it is part of the origin story. Businesses may grow and develop, but the beginning, big or small, adds value to the journey. This is relatable content because background stories remind everyone that they started from somewhere and are still on path for what is to come.

Path To Publishing uses strategies we've used for ourselves to make the heart of businesses relay-able in a way that connects to each business and entrepreneur's audience. Getting to the heart of a business provides a strong foundation to learn how to tell the story of your business in ways that bring awareness to brands and clients to businesses.



Please note that this workshop is also flexible. It can be given in a half-hour meeting up to a full-day workshop.



GETTING TO THE HEART OF YOUR BUSINESS

WORKSHOP AGENDA

DEFINING YOU & YOUR BUSINESS

- WHO YOU ARE
- WHAT YOU DO
- HOW YOU DO IT
- HOW WHAT YOU DO HELPS OTHERS

THE CORE OF YOUR BUSINESS

- HOW IT STARTED
- WHY IT STARTED
- WHAT KEEPS IT GOING

EFFECTIVE STORYTELLING

- VULNERABLE
- EMPOWERING
- QUOTE WORTHY (REMEMBERABLE)

WORKSHOP PRICING

PLEASE CONTACT FOR WORKSHOP PRICING



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INSTRUCTOR BIO

Joylynn M. Ross, CEO and Founder of Path To Publishing, is a 25-year-plus literary industry professional. She has experience as a traditionally published and self-published author with over 40 books and publications in circulation. Joylynn has also served ten years as an acquisitions editor and is currently a literary agent who has landed her clients book deals with major publishing houses. She also now serves as a Media Spokesperson for SCORE, a nation-wide network of volunteers assisting small businesses.



Path To Publishing was founded to provide clients with the tools and support needed to develop, publish, and promote effective written communication strategies across a broad range of media. Path To Publishing's distinctive services produce measurable competitive advantages in today's high-stress business climate. As a writing and publishing services provider, the team of literary experts approaches each business opportunity with a spirit of excellence. Path To Publishing operates in full recognition that clients entrust their successful outcomes to Path To Publishing's results-driven writing, branding, and publishing services.

Path To Publishing, a tradename of End of the Rainbow Projects, Inc., was incorporated in the year 2000. Primarily, operating online through www.pathtopublishing.com and www.joylynnMross.com websites, Path To Publishing is the premier African American and woman-owned author assistance literary service provider, and publishing education institution.

ESSENCE

NEW YORK
BUSINESS NOW



ALA American Library Association

Newsweek

US REPORTER

AAMBC
African Americans on the Move Book Club

SISTER MAGAZINE
sister

upscale

Jolie
MAGAZINE

COURAGEOUS
Woman

DIVA
MOVEMENT

POWER
107.5 106.3
MyColumbusPower.com

HOPE
LIFESTYLE MAGAZINE

SCHOLASTIC

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