



Service Brochure

We Mean Business



2009



Whether you are an entrepreneur with an idea, a startup, or an existing business, sometimes you need help. A problem for many is the cost of “business consultants” is often beyond the reach of small businesses entrepreneurs. We are sensitive to the fact that even though you may be at the idea stage, or own a small business, your business can grow, and we want to grow with you. For this reason, we provide a range of affordable business services to help you get from where you are now to where you want to be.

Business Synopsis

Business consulting and services (click to read more):

- [Startup consulting](#)
- [Business Planning](#)
- [Bank Packaging](#)
- [Writing Services](#)
- [Public Relations](#)
- [Website Development](#)
- [Government Contract Procurement](#)
- [Legal services](#)

Our associates are experienced consultants who have the knowledge, skills, and experience to provide professional guidance across a landscape of business and technology. We collaborate with our clients to provide affordable solutions with on time results.

The balance of this document covers some points of interest you may have about our [consulting services](#) and how we operate with our customers and clients.

If you have questions about your idea or project, do not hesitate to contact us directly for more information.

Thank you,

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Project Orientation—there are no fees for you to call us to discuss your idea or project. We will keep your information confidential, and give you honest and constructive feedback. We do not waste your time, or ours, and we will quickly assess your project for feasibility to determine whether we can provide support to you, and a general estimate of the cost of services. In nearly every case, we will give you direct input or advice, or direct you to someone who can help you if we cannot meet your needs. This phase of our relationship allows us to become familiar with each other, better understand your project, and to demonstrate our knowledge, skills, and experience regarding the subject matter. This initial phone conversation allows you, and us, to make a determination about moving forward to the next phase of our relationship.

Startup Consultation—fees for consulting depend on a few variables including the client, type of idea or project, the size and scope of the project, and the role we will play in the project. Obviously, an entrepreneur with an idea and little money to work with is one thing, and an established business with a solid cash flow is another. That is, we try to be sensitive about the amount of cash you have to work with, and we seek to find the balance between what you can afford, and what justifies our working on your behalf. In other words, there is no “fixed price” for consulting services, and we try to be flexible with each client based on their needs and capabilities. Because each business project is unique, our costs will vary with the process. To give you some idea of price; the hourly consulting fee could range from \$25.00 to \$400.00 per hour depending on the project. Again, we try to be sensitive about our client’s capabilities, and we will go the extra mile to help you if we can.

Business Planning—a business plan is your calling card to investors whether family, friends, banks, or venture capitalists. Moreover, a business plan is a tool to help you guide your project across the finish line, and serves as a compass to keep you moving toward your destination. Every business plan is different and may be simple, or complex, depending on the size and scope of your aspirations. Typically, the fees for business plans can range from \$250.00 for a relatively simple plan, to \$2500 and up for large projects. Again, we work with our clients in phases, and according to their budgets. Unlike “business as usual,” we tend to do more than you would expect for the money. Whether we consult our clients, or write their plans for them, you can depend on our professionalism to guide you through the planning process. One thing is certain about not having a business plan—you will never get bank financing without one, and the potential for failure is greater without a written plan.

Bank Packaging—a professional and complete bank package is critical for financing, and can significantly increase your chances for securing the funds you need whether you are seeking investment financing, or a business loan from a bank. Bank packages range in price like business plans from about \$250.00 to \$2500 and up depending on the size and scope of the project, and how much actual work we do for you.

Writing Services—if you need something written, we can probably help you. Whether you require professional copywriting, technical writing, web content development, business literature, or desktop publishing, we provide a range of solutions to help you achieve your goals.

Public Relations/Media Communications—getting press coverage is both an art, and a science. If you need to communicate with the media, we can help you design effective press releases, professional media kits, or tap the power of wire distribution services to broadcast your press release regionally, nationally, or globally. We can help you develop a media communications plan to cover local, regional or national markets, which will assist you in getting effective media coverage.

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Website Development— having a website is no longer a luxury for small businesses it is a necessity. Unfortunately, the price of web development services tends to be beyond the reach of startups and small business owners...until now. The Hart Group specializes in helping individuals, entrepreneurs, and small business owners who lack the time and technical knowledge to design, and build their own website. Our IT services span across a landscape of issues including computer systems consulting, website design, search engine optimization, site promotion, and integrated marketing to name a few. A website can be a very smart strategic and tactical decision for many entrepreneurs who lack significant startup capital. A website allows you to display your idea, product, or service without the traditional overhead associated with typical “bricks and sticks” business. In most cases, we can develop a basic professional informational site for around a thousand dollars, and this includes the domain name (yourbusiness.com, your business.org, etc) for one year, a professional five page website tailored to your business whether you are a manufacturer, distributor, retail, government, or service business. Obviously, if you want us to develop your site to include photos, text content, expanded pages, audiovisual files, e-commerce, etc, the price will increase accordingly. However, we will work with you to make payments—typically; we like to receive 50% up-front and the balance when the site is finished. Then, if we do site development work at an hourly rate, we can structure payments on a weekly or monthly basis depending on your capability. To learn more about our IT/website services click [here](#).

Government Contract Procurement-The federal government is the world’s largest purchaser of goods and services, spending billions each year for everything from office supplies and equipment to large defense contracts, and more. If you are a manufacturer, or distributor, or even a retailer of specialized products, chances are there is a government contract you could compete to win. There are also contracting opportunities at the local, city, county, and state levels of government as well. In the current economy, consumer demand is low across nearly all sectors of our economy except one, the federal government is spending more money than ever under the American Recovery and Reinvestment Act (ARRA) to fund research and development, and acquire goods and services supporting our expanding government. Can you afford to ignore this market? Can you afford not to take action? To learn more about our Government procurement services click [here](#).

Legal Services-if you need an attorney to help you, we have associates that stand ready to be of service.

Why Hire a Consultant? First, you hire a consultant to bridge your areas of weakness with professional knowledge, skills, experience, and expert capability. However, the reasons do not stop there. Consultants are outsiders who can offer objective, impartial insight to help identify problems and provide solutions. Hiring a consultant can supplement staff skills; and expedite process, which may prove more cost effective than hiring a full-time employee. Sometimes consultants are a catalyst for change, to critically observe business operations, and make tough recommendations, or do the “dirty work” without the influence of corporate culture or internal politics, which can often impede progress or change. Consultants can also be change agents who help an organization clarify its vision, mission, and objectives, and bring new life to an organization. Moreover, a consultant can assist with change management and get buy-in throughout the organization, and help manage the change process.

No matter where you are at along the business spectrum, having access to professional consultants increases your reach by tapping into organized intellectual resources that act on your behalf. This gives you, and your organization potential power to think beyond your current capability. They say “knowledge is power,” but that is not entirely true. However, organized knowledge can be powerful. That is what The Hart Group Online offers you... a source of affordable resources to help you solve problems, and achieve your goals and objectives.



A Word to Entrepreneurs

Business success is much more difficult without knowledge, skills, and experience. We know that not everybody with an idea can afford to hire a consultant to work with them to achieve their goals and objectives. In fact, entrepreneurs are a unique breed of people who tend to take control of their own destiny, to make a path for themselves, even if it costs them time and money... one of the benefits of making mistakes, and failure is it teaches you what not to do, and makes you more informed. However, people who “dream about success,” and spend their time hoping, and wishing for a “lucky break,” or the “right time to start” tend to be disappointed as the days, weeks, months and years pass without a breakthrough for them.

Where are you at along the business spectrum? Whether you are just starting out with an idea, working on a struggling enterprise, or own a

successful business, we think we can help you with the right projects...

Let us assume for a moment that you are like many entrepreneurs—you have big dreams, and a little money. You are intelligent, but lack formal education, or working experience starting up and managing an organization. What do you do if you cannot afford to hire a consultant to help you? Where do you go to get the knowledge?

Additional Tools for Success

If you are new to business, a self-starter, and would like access to high quality business tools to help you get smart fast, you should visit our sister company, Smart Books Publishing, located at <http://smart67.com>.

We have a variety of high quality real estate and business e-kits, e-books, and special reports that cover home based, and small business startups, advertising and marketing, banking and finance, business planning, and more.

Depending on where you are at along the business spectrum, we offer something to help you get from where you are now to where you want to be in the future. Give us a call, or check out Smart Books.

We appreciate you taking the time to review this file, and look forward to serving you!

