



INFINITY DESIGN ADVERTISING, LLC

WHAT YOU NEED TO KNOW ABOUT US

The most important thing to know about the style of *how* we do business is what we believe at the center of our core.

We represent you, our client.

It is our goal to help brand your vision, services, and products by providing the best of who you are. That may come in many forms.

Every situation, every individual, every business, and every business transaction is different. That is not scary. It is normal.

Even though people believe their circumstances, their situations, their businesses, and business philosophies are quite unique, the truth of the matter is... they are not.

The unique part is how one facilitates their business.

That is where we come into your business.

Regardless of the product or service, there are several concepts that are permanent.

1. Business should be defined... in all things.
2. Business should be orderly and not chaotic... ever.
3. Business should be proactive... always.
4. Business should be prepared... absolutely.
5. Business should be focused... like a laser.
6. Business should be reviewed with an eye toward the goals stated... continually.

We, as your business advisors, must know you and your business. However, the most important thing is to understand *how* you do business. For in the *how* is the way to **stability, calmness, and profit.**

It may take some time for us to understand. **We ask questions, a lot.** We seek to understand. That may come all at once. Or it may need to be obtained in segments.

That is because we can only see as far as you see. And if you are going somewhere... ahead, to grow your business, change your brand, get a firmer grip on your brand, redirect your efforts... those journeys may be simultaneous.

That is not good or bad. It just is. **We grow with you.** And that is the best way.

We act as a partner. It is our souls on the line as well as yours. **That is how we do it.**

We work by process. And sometimes there are no processes in place. Sometimes there are chaotic processes ruling the way. And sometimes new processes must be created to reach the goal line. The absence of process, the incorrect process, or the misdirected process is what we like to uncover, in a gentle, but firm way.

That means that we strive to be the eyes and ears and breathing body for you and to locate, construct, and advise you on your best view, philosophy, and representation of who you are and what you are.



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THE PROCESS

The *what* you are unfolds as we discover your past pathways, your present needs, and ultimately, your future goals.

Judgement enters, for sure. But we do not view judgement as such a scary or bad thing. Judgement for us is an assessment process and a part of how we do our most correct and best advising for your business.

It is a part of making the decisions for how we choose the right pathway to make the next right thing happen.

And yes, we sometimes must abandon the path that has been walked so we may forge a new and better path to a different type of success.

You may rest assured that anyone is welcome to the table of your business. However, as your managers of success, we feel that everyone is a guest at your table. You may know beyond a shadow of a doubt, as we develop this business space with you, that no one will forget that they dine at *your* pleasure. *That is a promise.*

Will we advise? Yes. Will we change things? Yes. Will we help demystify the chaos in which you may find yourself? Yes.

But that can be done through growth and understanding which should ultimately lead to profitability. After all, isn't that why you started this business?

To allow the business to keep running you is a disservice to the many people who could benefit from your products and services. And that is the opposite of what a business is about.

Sometimes, it is a greater disservice to run at the chaotic status quo rather than give over to understanding and change. The price you pay to change is minimal compared to the riches of success. And that is not only money, but serenity in jobs well done, and as examples to those around you.

We guarantee that when you work in a calm, philosophically understood business that serves the greater goals, it becomes a much more pleasurable world.

That's it in a nutshell.

We are asking you to allow us to help you organize, brand, define services and products, make profits, and drop the stress of the chaotic business realm.

Will this work for you? We think so.

Let us help.

The Infinity Design Team