

The Tiny Client

Working with Clients Who Can't Afford Your Services



WOODARDTM

During this Training Event You Will...

- Explore proven, field-tested service delivery models for supporting very small businesses that are both impactful for the client and profitable for you.
- Discover fluid pricing models - with multi-tier options - for small businesses to engage in a way that fits their budget and seasonal needs.
- Learn how to leverage strategic partnerships with selected software developers to provide highly affordable, cloud-based, and right-sized solutions for very small businesses.



Woodard's Definition of a "Tiny Client"

- Operating Companies with Less than \$250,000 in Annual Sales
- 3 or Fewer Employees
- Simple Cash in/Cash Out management reporting
- Fully-Formed Small Businesses. Not...
 - Holding Companies
 - Gig Workers (though the models in this event can be applied to gig workers)
 - Hobby Businesses/Side Hustle Businesses, etc.

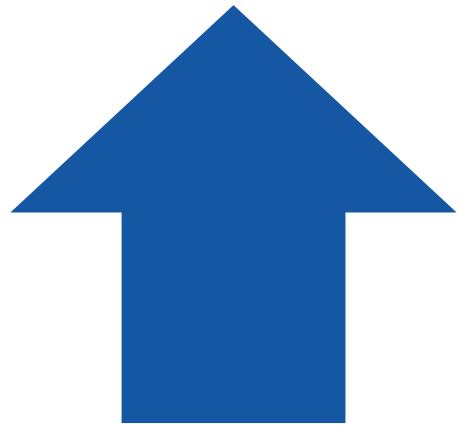


Not All Tiny Clients are the Same

- Start Ups
 - Entrepreneur-Led that are Self-Funded or with Angel Investors
 - Trade Businesses and “Shingle Hangers”
 - Workers with New Skills and/or Credentials
 - Fresh Starters Changing from Employed to Owner
- Wholly-Owned Subsidiaries with Limited, Fixed Budgets
- Perpetual Small Business Models (i.e., “Mom & Pops”)
- Downsized Businesses
 - Permanent (Semi-Retirement, Pervasive Market Factors, Owner Lifestyle Changes, etc.)
 - Temporary (Economic Impacts, Dissolved Partnerships, Health Impacts, etc.)



Not All Tiny Clients are the Same



Higher Relative Value of Your Relationship

- Temporarily Downsized Companies
- Entrepreneur-Led Businesses (with or without funding)



Lower Relative Value of Your Relationship

- Trade Startups: Newly Skilled Workers
- Shingle Hangers: Newly Credentialed Workers
- “Mom & Pops”
- Permanently Downsized Companies
- Wholly-Owned Subsidiaries with Fixed Budgets



Section 1

Field-Tested Delivery Models
for Supporting Tiny Businesses



Do It Yourself Model

Moderated Online
Community



OR



Microsoft Yammer

Private FB Groups

Access to an Ever-Expanding
Knowledgebase



OR



Microsoft OneNote

Bloomfire

Monthly Group Training
Session



OR



Microsoft Teams

Zoom

Lower Relative Value of Your
Relationship

- Trade Startups: Newly Skilled Workers
- Shingle Hangers: Newly Credentialed Workers
- “Mom & Pops”
- Permanently Downsized Companies
- Wholly-Owned Subsidiaries with Fixed Budgets



DIY with Optional Training and Support

Lower Relative Value of Your Relationship

- Trade Startups: Newly Skilled Workers
- Shingle Hangers: Newly Credentialed Workers
- “Mom & Pops”
- Permanently Downsized Companies
- Wholly-Owned Subsidiaries with Fixed Budgets



Moderated
Online
Community

Access to an
Ever-Expanding
Knowledgebase

Monthly Group
Training Session



Support Sessions
(Cases)



Workshops
(Live and On-Demand)

Higher Relative Value of Your Relationship

- Temporarily Downsized Companies
- Entrepreneur-Led Businesses (with or without funding)



About Woodard's Microsoft 365 Boot Camp

During this 10-Week, Interactive Boot Camp You Will...

- Deploy, or expand your use of, Microsoft 365 in your business, including transferring email and files if applicable.
- Modernize team collaboration, document sharing, and business information.
- Centralize information through comprehensive Microsoft Cloud utilization.
- Adopt best practices for the use of Microsoft 365 throughout your organization.
- Prepare Your Organization to leverage Microsoft 365 to support tiny clients!



Section 2

Pricing Models for small businesses to engage in a way that fits their budget and seasonal needs

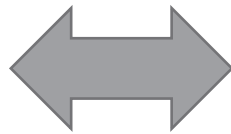


Right-sized Service Packages for the Tiny Client



The Practitioner's Voice

A Conversation with Debbie
Dangerfield of Dangerfield Consulting



Section 3

Leveraging strategic partnerships with selected software developers to provide highly affordable, cloud-based, and right-sized solutions for very small businesses



Strategic Partnerships with Software Developers (by Category)



Woodard Recommends Patriot Software for the Tiny Client

- ✓ Highly Affordable
- ✓ Easy to Use
- ✓ Entry-Level Feature Set (Cash in/Out)
- ✓ Partnership Program for Accountants
- ✓ Stand-Alone GL Product with Optional Highly-Affordable Payroll

PATRIOT

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