The Tiny Client

Working with Clients Who Can’t Afford Your Services
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 Hussle 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
  - Microsoft Yammer
  - Private FB Groups

- Access to an Ever-Expanding Knowledgebase
  - Microsoft OneNote
  - Bloomfire

- Monthly Group Training Session
  - Microsoft Teams
  - Zoom

Lower Relative Value of Your Relationship
- Trade Startups: Newly Skilled Workers
- Shingle Hangers: Newly Credentialled 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 Credentialled 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

A-la-Carte at $195/Case

Do It Yourself: Community
- Moderated Online Community (Microsoft Yammer or Private Facebook Group)
- Access to an Ever-Expanding Knowledgebase (Shared OneNote, Gated Website Database, Bloomfire)
- Monthly Community-Wide Zoom Meeting
- Discounted Support Cases at $145/Case
- 25% Discount on Workshops

Do It Yourself: Coached
- Moderated Online Community (Microsoft Yammer or Private Facebook Group)
- Access to an Ever-Expanding Knowledgebase (Shared OneNote, Gated Website Database, Bloomfire)
- 1 Support Case per Month, included
- Discounted Support Cases at $125/Case
- 50% Discount on Workshops

Do It Yourself: Assisted
- Moderated Online Community (Microsoft Yammer or Private Facebook Group)
- Access to an Ever-Expanding Knowledgebase (Shared OneNote, Gated Website Database, Bloomfire)
- Quarterly General Ledger Analysis
- 2 Support Cases per Month
- Discounted Support Cases at $95/Case
- 1 Workshop per Year Included
- 50% Discount on Workshops

$95/month

$150/month

$195/month

Standard Service Packages/Tiers

$95/month
$150/month
$195/month

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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)

- **General Ledger Solution**
  - Highly Affordable
  - Easy to Use
  - Entry-Level Feature Set (Cash in/Out)
  - Partnership Program for Accountants
  - Little or No Integration with Other Solutions

- **Client Collaboration**
  - Mobile First (for the Client Probably Mobile Only)
  - No Direct Cost at the Client Level
  - Supports Payments for Support Cases and other Enhanced Options

- **Training Platforms**
  - Supports 300+ Simultaneous Participants
  - Provides Transcriptions
  - Provides Recordings with Links for On-Demand Viewing
  - Easy to Use
  - Mobile-Enabled

- **Community Programs**
  - No cost per external participant
  - Mobile-Friendly
  - Little or No Learning Curve
  - Accessible to 100% of Clients and Prospects

- **Software Partners by Category**

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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
The Tiny Client
Working with Clients Who Can’t Afford Your Services