



CREATING GROWTH FOR ENTREPRENEURS

WHO WE ARE

C.Ellis Management (CEM) is a consulting firm focused on guiding entrepreneurs to revenue-generating results. Our approach is rooted in leading practices, proven frameworks, and corporate experience. Founded by **Cynthia Ellis** in 2013, our company has supported the business journeys of physicians, service-based entrepreneurs, brick & mortar retailers, e-commerce stores, and nonprofit owners.

Cynthia Ellis

Small Business Consultant
and Growth Strategist



WHAT WE DO

We like to think of an entrepreneur's vision as a vehicle. Our goal is to help you navigate the road, bumps, and terrain with hard-won experience. We guide you on how to drive this vehicle and work hand-in-hand as your business chauffeur. Once you have worked with us, we want to give you the keys to unlock success.

HOW WE DO IT

On your business journey we seek to provide guidance on how to achieve your objectives. The approach and methodology C.Ellis Management has adopted is to customize this plan to your needs.



Visualize Your Destination

We seek to understand your vision, goals, objectives, and where you are right now on your journey.

Personalize Your Vehicle

Once we understand your current state we tailor the approach for you.

Start Your Engine

After evaluating your options, it is time to put the pedal to metal and begin your journey towards business growth.

WHY C.ELLIS MANAGEMENT

For entrepreneurs, we understand that cash is vital to the health of your business so we want to make sure that the value you receive outweighs the cost of our services. The best fit for our services are entrepreneurs that meet any of the following:

-  Have a business idea or vision, but struggling to implement.
-  Started a business, but seeing business growth stagnate or plateau.
-  Uncertainty about how to get started as a small business owner.
-  Doing a side hustle, but want to make it full-time.

Visit us to learn more at www.cellismgmt.com and **Book A FREE Consultation** with C.Ellis Management to get to your destination: **Entrepreneurial Success.**

WHAT'S KEEPING PROSPECTIVE ENTREPRENEURS FROM STARTING THEIR OWN BUSINESS?

40%

Don't have enough money

27%

Not enough time

17%

Too much paperwork

33%

General anxiety/fear it won't work out

23%

Don't have specific plan or opportunity yet

9%

Can't find the right support/partners

7%

Unclear about what's standing in the way

5%

Others convinced you it's not a good idea

3%

Other - Various reasons provided

18.4% OF PRIVATE SECTOR BUSINESSES IN THE U.S. FAIL WITHIN THE FIRST YEAR. AFTER FIVE YEARS, 49.7% HAVE FALTERED, WHILE AFTER 10 YEARS, 65.5% OF BUSINESSES HAVE FAILED.



HERE ARE THE REASONS WHY THOSE STARTUPS FAIL:

Multiple answers to survey, therefore numbers do not add to 100%

19%

Wrong business model

35%

Lack of market need

18%

Regulatory/legal hurdles

20%

Beat by competition

15%

Pricing model incorrect

14%

Wrong team members

6%

Failed pivot

5%

Burned out/no passion

18%

Bad timing or flawed for product

38%

Ran out of money/couldn't raise new capital

7%

Friction among team/ investors

C. Ellis Management targets these areas to provide your business the proper foundational support and to triple your business's chances of survival. As startup experts we have supported the journey of more than 300 small business owners helping them save time and money and reach their revenue goals by avoiding these common mistakes. We have done so by creating solutions that meet the most critical needs of entrepreneurs.

Each day we provide essential startup and strategic growth principles to tens of thousands of entrepreneurs on major social media outlets.