

Around Town In New England

Magazine

Welcome to Newburyport, MA

Clark Currier Inn

A Federal-style inn with a rich history and a diverse clientele, located near Market Square.

Local Women In Business

Nine dynamic women – succeeding in business and living their dream in downtown Newburyport.

The Tannery

Five historic mill buildings housing award-winning shops and fine dining.

Oscar Azaret – 60 Miles In Any Direction

Classical Guitarist/Luthier –
*A self taught guitarist, builder
and a member of the Boston
Classical Guitar Society.*

▶ *Anna Jaques' new Institution
for Savings Inpatient Unit, Port
Paint, The Collection, Wolfe
Adventures & Tours and more!*

*Discover the Best of Southern New Hampshire
and Northern Massachusetts*

People Who Love

As I continue with the *People Who Love What They Do* section, I am reminded everyday of the wonderful business people I meet in my travels. The passion that all of the small business owners in this issue exude is amazingly motivating. Fortunate enough to meet and talk regularly with so many entrepreneurs, I hear similar stories repeated throughout my discussions. Many relate the fears they faced along their journey to success. They also relay the idea of starting with a dream and turning it into a reality, all in the face of adversity. Small business owners are willing to share their stories because they are rooting for other businesses to succeed. It is nice to know that we are not alone; that other's have a similar story, along with wisdom and experiences to share.

Most of the people I have met along the way do not have business degrees, yet through their strong desire to make their businesses successful, have managed to obtain the knowledge and information necessary to do so. In addition to hard work and long hours, some keys to their success are that they talk about their business to everyone and anyone who will listen. They also listen to others' stories, filing away the information that pertains to them.

Lastly, they read. Keeping current on literature that focuses on how to improve your business is critical to not becoming stagnant. There are so many different avenues to acquire information and assistance in order to move your business forward.

Additionally, through my research, I found that one key element to growing any business is organization. Knowing exactly what stage your business is in and how to move to the next stage is critical. I discovered this when I read Bob Scott's book, "Small Business Pain Relief." After reading Bob's book, I was able to evaluate my own business and then move forward to the next stage. For me, it was the eye opener and catalyst that has made this issue of *Around Town* as powerful as it is.

Whether you have a defined business plan or are figuring it out as you go it doesn't really matter. What matters is starting with a dream and finding the next steps to propel you and your business forward. Once again, *Around Town* would like to introduce you to some of the wonderful entrepreneurs that we have had the privilege to meet.

Bob Scott
CoachFirm
888-777-0303
coachfirm.com

"Business coaching is psychology combined with solid business principles. I love the career I have chosen because I have the ability to touch and impact not only companies but people's lives. To see a business turn around, owners become reenergized and profits grow is a satisfaction like no other. The profession of Business Coaching has helped me as well, I continue to grow with every client experience. I wouldn't trade this career for anything."



Alison Sekelsky
Nurse Educator
Anna Jaques
Hospital Birth
Center
21 Highland Ave,
Newburyport
www.ajh.org

"As the Nurse Educator at the Birth Center, every day I get to share my passion for caring for mothers and their newborns. There is never a dull moment in this job, and on the busiest days I get to be a part of that special moment when a baby enters this world. Who wouldn't love that?"



What They Do

The Next Steps To Move Your Business Forward

Elizabeth Souza, Founder
Around Town In New England Magazine

Joy Toro, Glitterati, 1 Merrimac St. #5, Newburyport, MA
978-462-1700, joy.toro@glitterati-jewelry.com



"During the many years that I have worked for other companies, I've always dreamed of having my own business. My work history includes retail management, assistant buyer and I've also been making jewelry for six years, so it made sense to open a shop. I love to interact with people and give them a fun shopping experience. I greet everyone and make new friends along the way. It's important to me that each

customer feels special and they enjoy their time shopping. I'm very fortunate to have had the opportunity to open Glitterati and follow my dream. Being in Newburyport everyday at my shop makes me think that it's no wonder I love what I do."

Amy Gilbert, Massage Therapist
Bella Viaggio Salons & Spas
Granite Oaks, Suite 101
127 Rockingham Road
Windham, NH
603-898-9222
bellaviaggiowindham.com

"My passion for massage therapy continues each day with my clientele. I look forward to talking with them and having the skills to reduce their pain and stress with therapeutic touch. I believe massage therapy can be the alternative approach to some surgeries and medicines. Improving the health of others is the most rewarding job I have ever had and I feel blessed to be able to do so. Learning new techniques and modalities also keeps my interest and love for this profession strong."

Pat Lutz, Artist & Teacher

The Artists Playground
The Tannery, Mill No. 1, 50 Water Street
Newburyport, MA
TheArtistsPlayground.com



"My entire life is about teaching and painting. I am devoted to more than one hundred adults and children every week who allow me to guide and encourage them to find their artistic voices. My goal for them and for myself is to become limitless; to stay open

and constantly discover what we want to say and how to say it. With a spirit of adventure we take risks with paint, making marks on paper or canvas, exploring line, value, color and texture. Thus, we are all uplifting our lives, enriching our spirits and speaking our truth."

"I am predominately a self taught artist and I believe that everyone can learn to express themselves in an artistic way. My students learn about the process taking precedence over the product and with this philosophy the outcome will eventually take care of itself."



Town

Bob Scott of CoachFirm

Coaching Businesses to Have Drive, Survive and to Thrive

New York native Bob Scott has spent his entire adult life owning and managing businesses large and small. From overseeing his own entrepreneurial enterprises to serving as Vice President of Sales at a multi-million dollar corporation, Scott's experience runs the gamut of challenges, obstacles and success stories.

Today, as a partner and founding member of CoachFirm, Scott is taking his message, **"You Don't Have To Build It Alone,"** to small companies worldwide. His mission is to work directly with business owners and business coaches; utilizing CoachFirm tools and methodologies to impact businesses and change lives.

Scott, who began coaching full-time in 2004, says that working with a business coach refocuses an owner/manager's energy and opens up a whole new world of possibilities for a business to thrive. It does not just point out what needs to be fixed, but provides a comprehensive way to do it.

"The problem today is that people are too close to see what their company's issues truly are. They are sleepwalking through their workday," he says. "I work hand-in-hand with the business like a partner, but one with a fresh and clear outside perspective as to what needs to be refined."

A business "coach" differs from a company hiring a "consultant," according to Scott. While a consultant looks at the business overall and issues some advice, a coach comes in like a member of the management team and



guides the manager through addressing the actual challenges that hinders the success of the company.

So how long does it take to transform a business? Scott says there are no set time frames and clients are not under any contract binding them to a particular schedule of coaching services. Each company is different, with its own unique challenges and goals to achieve, so CoachFirm looks at every business individually and creates a plan with its owner's goals in mind.

"It really depends what is going on within the company," Scott explains, "We are not time driven, but results driven. I have some businesses that only needed a couple months of coaching while others have been with me for several years."

According to Scott, every business is also a direct reflection of its owner. In this way, coaching is kind of like providing therapy for a business. CoachFirm's mission is to not only keep a business owner focused, on target and accountable, but to provide them with a proprietary Bizpods® Coaching Program. This program consists of 45 individual Rapid Lessons, developed from real-life business experiences, that will help to correct the typical damaging behaviors that sabotage every small business.

Armed with this system, Scott has spent the last 10 years helping small business owners and coaches to reconnect with their vision in order to achieve extraordinary results. He says the cornerstone concept of the Bizpods®

Coaching Program is balance. This concept, The S.O.M.E. Method™ also developed by Scott, has a track record of transforming businesses.

“This concept addresses the most critical problem facing small business owners today: A lack of synergy between Sales, Operations, Money & Employees,” Scott says. “Typically, the majority of business owners favor one of the four and most company issues stem from a lack of attention to the remaining three.” Among his skills, Scott has also authored several books on mastering a successful business management technique: *“Business Ideas: 52 Key Business Survival Concepts,”* *“The 12 Machiavellian Business Principles: Philosophy or Warning?”* and *“Small Business Pain Relief,”* which is based on lessons learned from a lifetime of business ups and downs. But his passion, he says, remains working directly with a client and watching their success grow.

CoachFirm has clients all over the world, and while some are serviced via Skype or conference calls, many are located throughout the northeast portion of the U.S. allowing personal one-on-one meetings with their coach. A typical client meets with their coach two to three times per month for an hour or two and can always reach their coach for answers and advice at anytime. Scott says his client base is about 15 to 20 businesses at any given time and that this service is not limited to a specific industry or business size.

“This system works for any type of business and 90 percent of the issues we encounter are all the same, no matter what the business is,” he says. “The size of a business might be a small start-up operation or a 50 million-dollar company. Regardless of these details, the system and the hand-in-hand partnership will make for tremendous business success.” 

For more information or to learn more about CoachFirm visit them online at www.coachfirm.com or call 888-777-0303.