



Boss UP!

The pros and cons of being your own boss in the meetings industry
Presented by FACE2FACE

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PreFACE

If you are anything like we were, you are excited about the idea of starting your own business in the Meetings Industry. In our case, we first got curious about "going it alone" when we realized we'd be our own boss! What a cool prospect!

The journey since has been absolutely amazing, and we know we did the right thing for ourselves.

Sure, we stubbed our toes a few times and reached out to countless people for help along the way.

We had a great network in place when we started, but we also had to work hard and build on that network to figure out the things that we didn't know (and really needed to). It wasn't easy, but it was rewarding.

One day not long ago, the FACE2FACE team was reflecting on these many learnings.

We were talking about how many people think that starting their own business is just picking a name, designing a logo, and creating your LLC. Naturally, that is really far from reality - it is much more complicated than that.

Someone said, "I wish there had been a book when I started out, one that gave me information on what I needed to think about." So, we decided to write one!

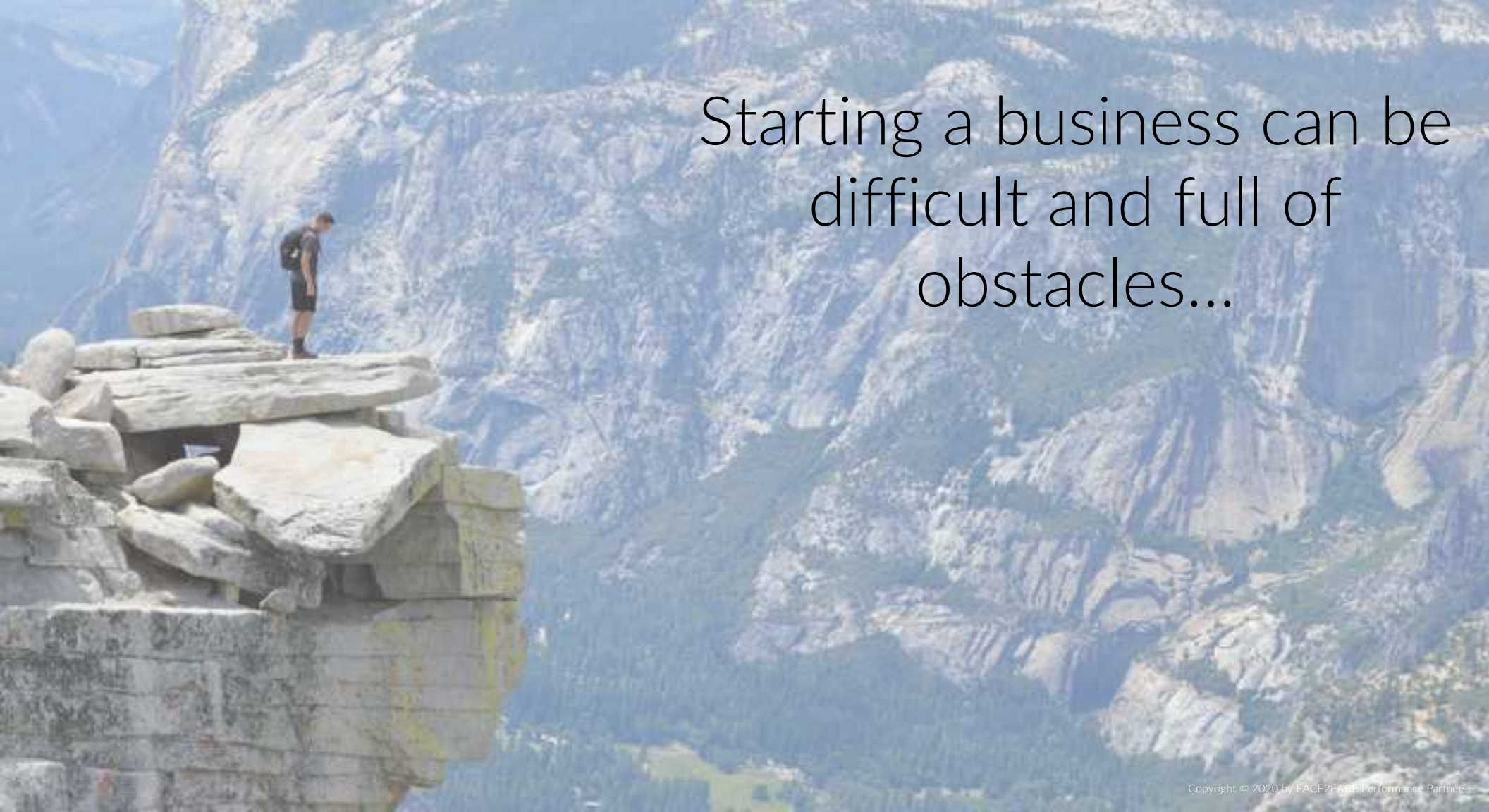
Everyone on this team has been through the process of starting a business.

We realized that a book aggregating our experiences could help us share things we learned along the way, save others from some of the painful mistakes, and help them be more successful -- more quickly.

So, here it is, the "Good, the Bad and the Ugly" of business ownership in the Meetings Industry.

We hope that this information helps you see the risks and the rewards of this incredible journey.

The FACE2FACE team

A person with a backpack stands on a rocky outcrop, looking down at a vast, rugged mountain valley. The scene is steep and dramatic, with steep cliffs and a deep valley below. The text "Starting a business can be difficult and full of obstacles..." is overlaid on the right side of the image.

Starting a business can be
difficult and full of
obstacles...

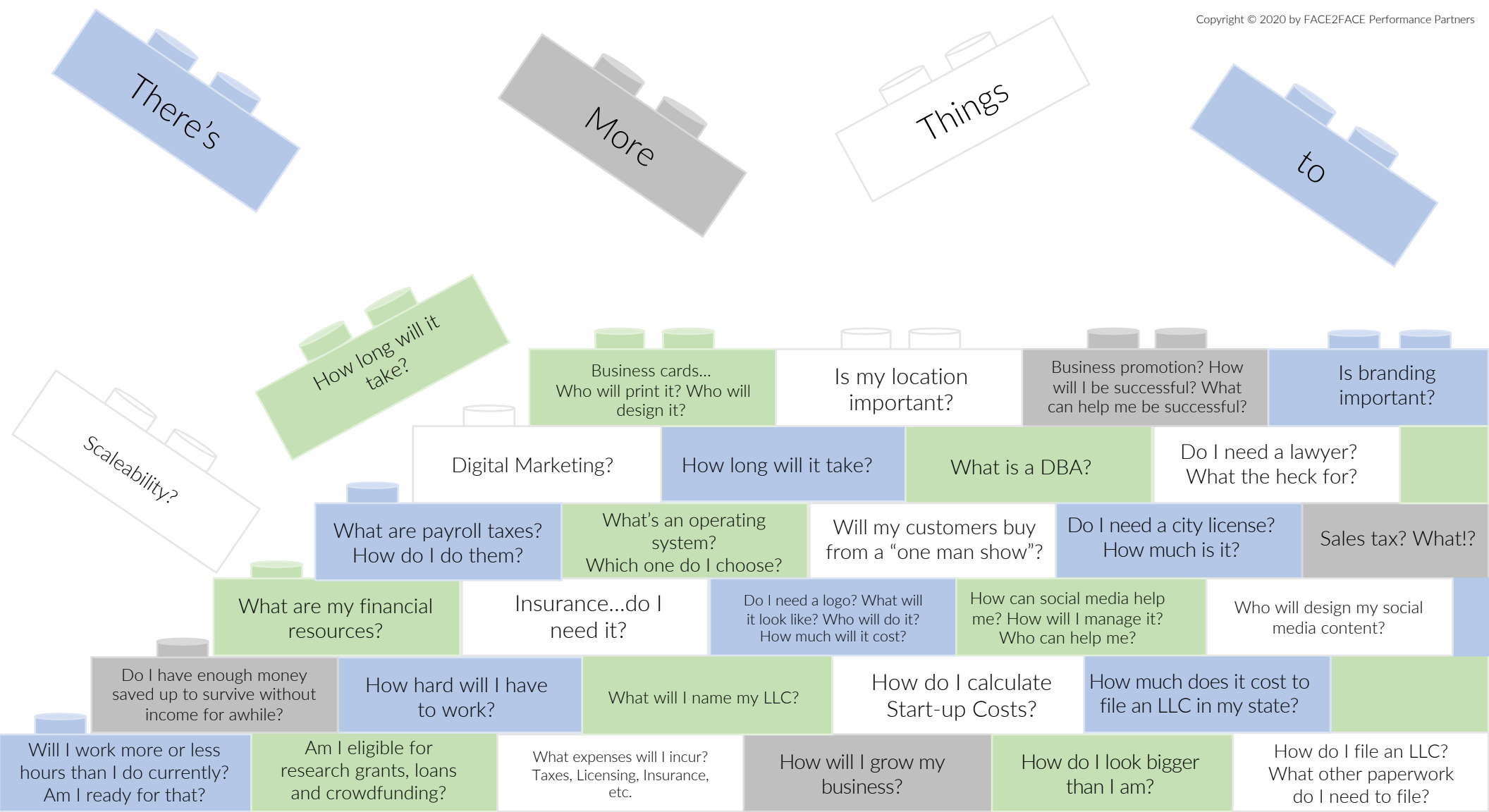
Starting a business is more than coming up with...
the perfect name & the perfect logo!






There are many different building blocks
that go into creating a successful business.

Here are some of the ones that
we came across...







There is a lot
to think about...

& it's a
Big Decision

Let's review the Pros and Cons

The Benefits...

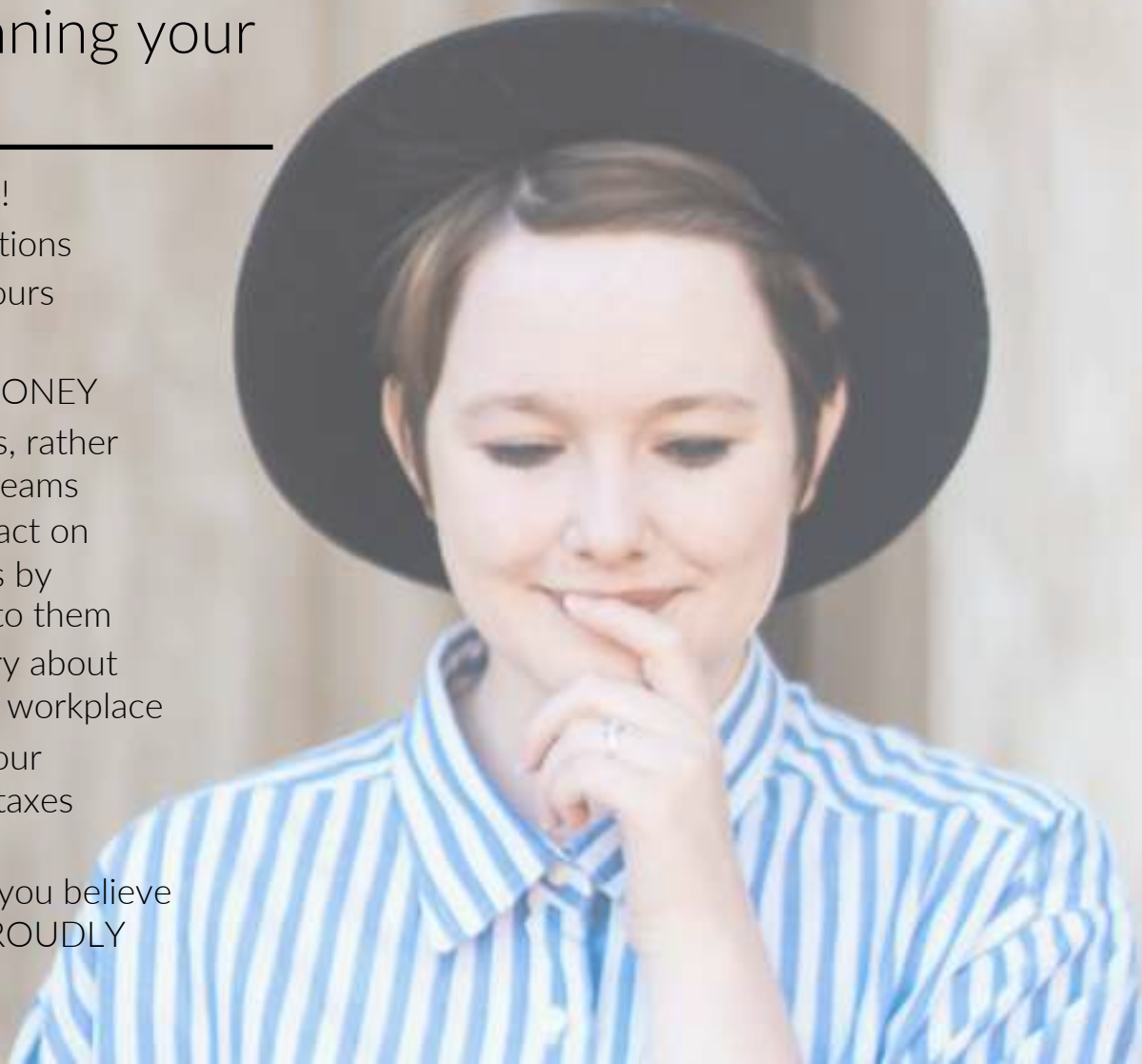
The Excitement of Owning Your Own Business



“The Pros”

The Pros of running your own business...

- 👤 You're your own BOSS!
- 👤 Fewer rules and regulations
- 👤 You make your own hours
- 👤 Independence
- 👤 BIG rewards, MORE MONEY
- 👤 Fulfill your own dreams, rather than someone else's dreams
- 👤 You make a bigger impact on helping your customers by being more accessible to them
- 👤 You don't have to worry about the bureaucracy of the workplace
- 👤 Put expenses against your income which reduces taxes at the end of the year!
- 👤 You provide a product you believe in and stand behind, PROUDLY



The Pros of running your own business...

- 🧑‍💻 Work from home
- 🧑‍💻 Work anywhere, anytime!
- 🧑‍💻 Unlimited vacation time
- 🧑‍💻 If your boss is a jerk,
YOU can change that!
- 🧑‍💻 No second thoughts when
scheduling your hair or nail
appointment. Even the gym!!
- 🧑‍💻 If you're late, take it
up with...YOURSELF
- 🧑‍💻 More time for family and friends
- 🧑‍💻 Work long hours when YOU want to
- 🧑‍💻 Learn more about things
you want to learn about
- 🧑‍💻 Travel when YOU want
- 🧑‍💻 You're the planner now!
- 🧑‍💻 Friend in town?
No Problem, You're There!!

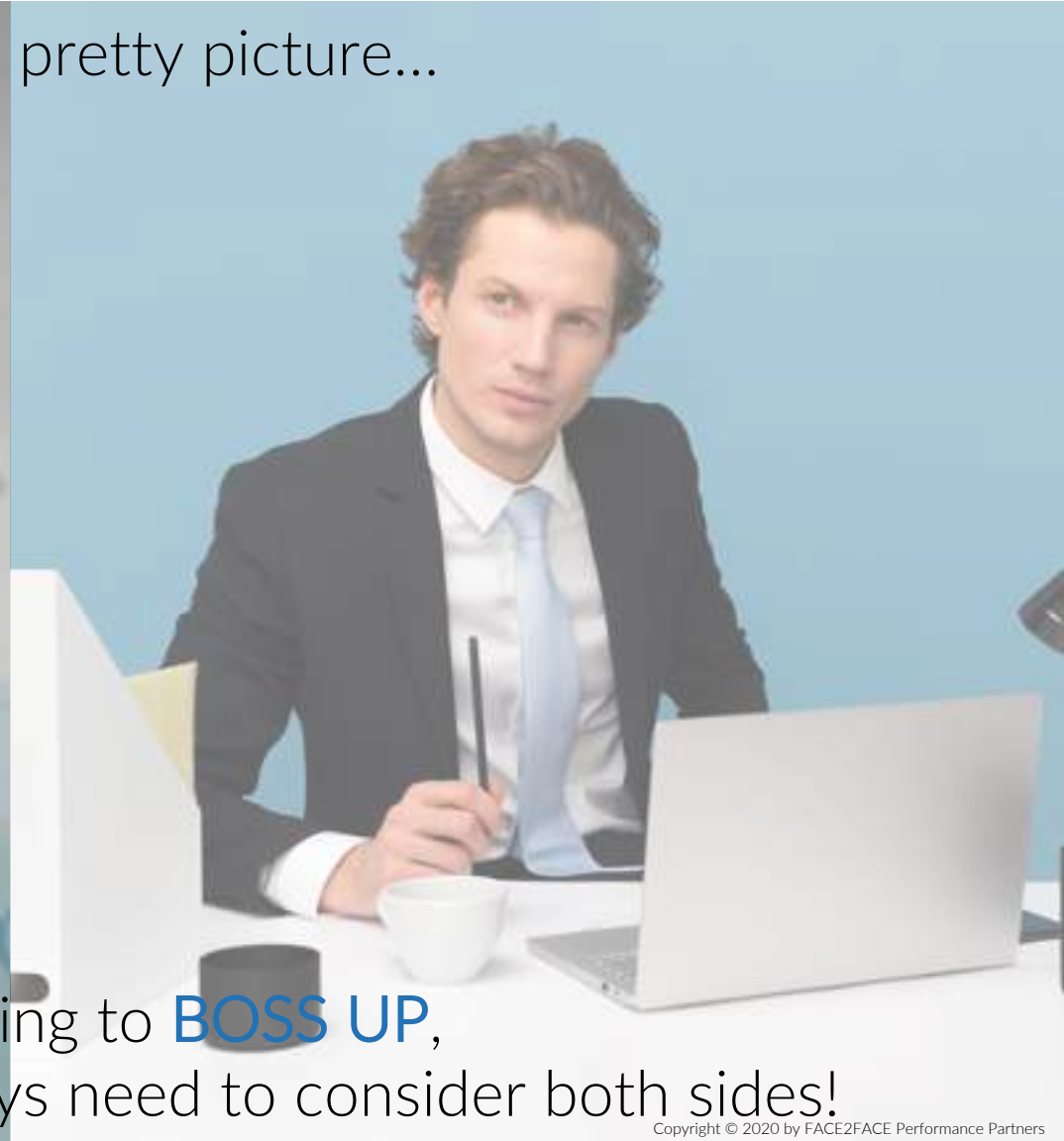
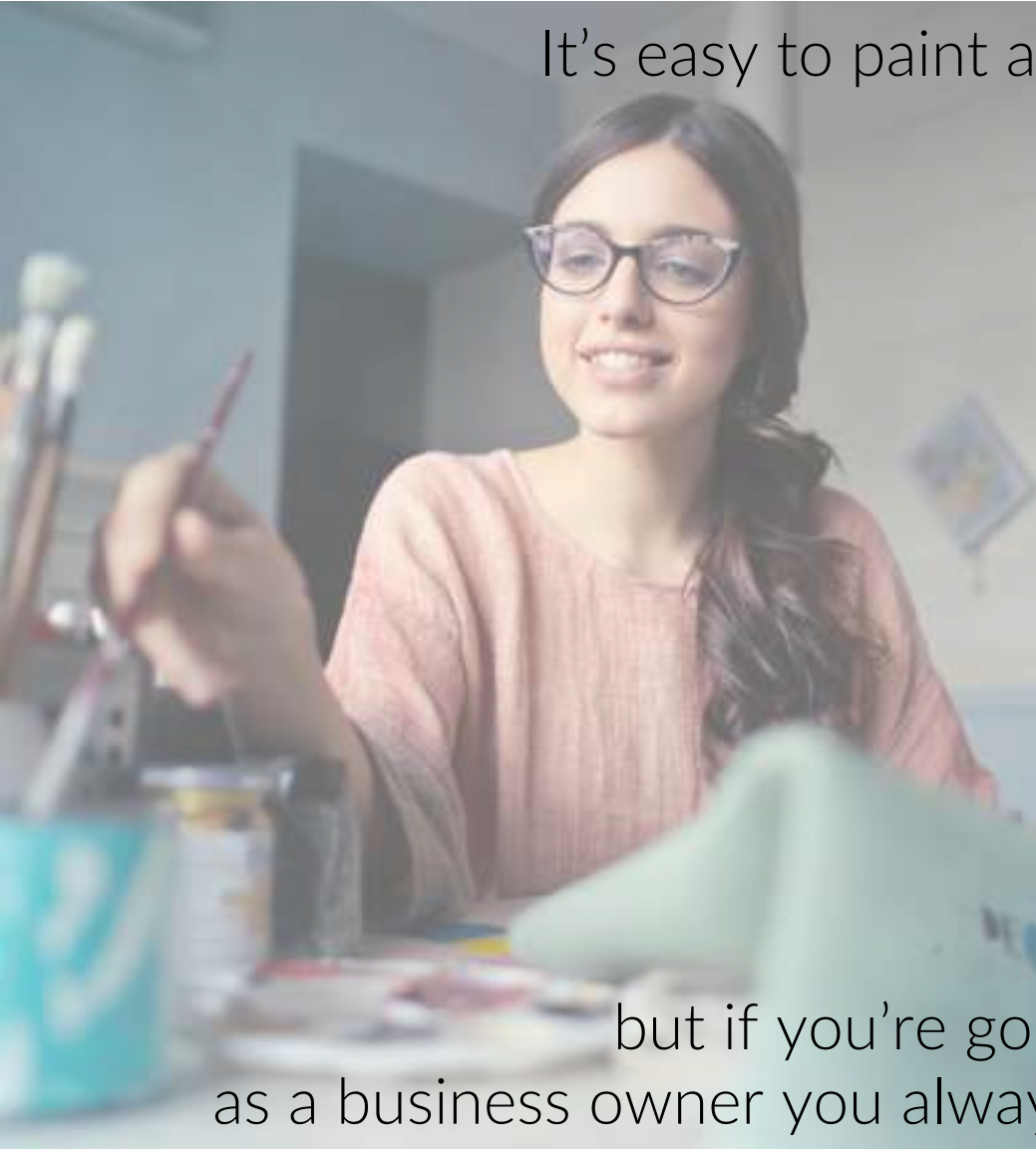


The Pros of running your own business...

- 👤 Sometimes you have to do things you don't like, but you know they are benefitting you!
- 👤 You don't have to work Saturdays unless you want to!!
- 👤 Choose your own professional attire
- 👤 You don't have to schedule your lunch! You can have it whenever you want!
- 👤 No more “?’s” on your expense report!
- 👤 At home repairs? You can be there!
- 👤 No more mandatory company meetings
- 👤 Someone else's poor planning is not your emergency

It really can be exciting!!

It's easy to paint a pretty picture...



but if you're going to **BOSS UP**,
as a business owner you always need to consider both sides!

Now Consider...

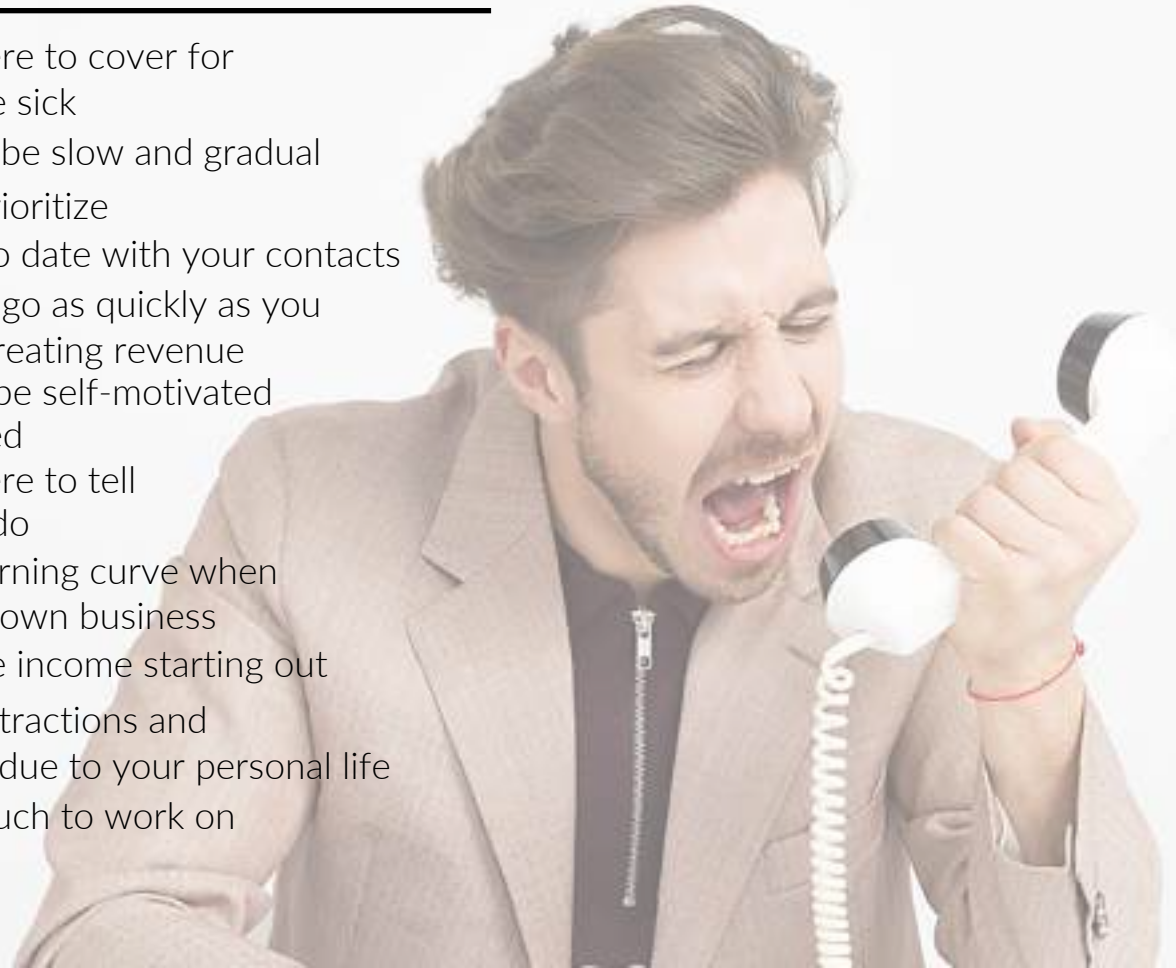
The Challenges of Working for Yourself



“The Cons”

The Cons of running your own business...

- 👤 No one is there to cover for you if you are sick
- 👤 Progress can be slow and gradual
- 👤 It's hard to prioritize
- 👤 Keeping up to date with your contacts
- 👤 Things won't go as quickly as you want when creating revenue
- 👤 You need to be self-motivated and disciplined
- 👤 No one is there to tell you what to do
- 👤 There is a learning curve when starting your own business
- 👤 Unpredictable income starting out
- 👤 Subject to distractions and interruptions due to your personal life
- 👤 There is so much to work on



The Cons of running your own business...


- 👤 50% commission or declining commission
- 👤 No more expense accounts
- 👤 Only you are responsible for your success
- 👤 How will I grow stability?
- 👤 How many customers can I handle?
- 👤 Sometimes you will work long hours
- 👤 What other revenue streams are there?
- 👤 It's HARD WORK!
- 👤 You pay for travel
- 👤 You pay for lunch, coffee, etc. when entertaining clients
- 👤 You pay your own taxes
- 👤 No safety net in bad times
- 👤 What if my clients pick the same date?
What do I do?



The Cons of running your own business...

- 👤 Unknown business expenses:
 - Website
 - Branding
 - Taxes
 - Equipment
 - Bookkeeping
 - Social Media
- 👤 Who do I bounce ideas off?
- 👤 Create: Letterheads, Social Media Accounts, Websites, Logo, Etc.
- 👤 You are responsible for health insurance
- 👤 You have to be your own boss
- 👤 How will I network and socialize?
- 👤 When I go on vacation, who will “watch the store”?
- 👤 Business decisions: CRM Software, Business Cards, Equipment, Project Management Software, IATA Number, Phone System, etc.



A photograph of two men in a bright, modern office. The man in the foreground is a Black man with a short haircut, wearing a light blue button-down shirt, smiling broadly at the camera. Behind him and slightly to the left is a white man, also smiling, wearing a light blue shirt. The background is a blurred office interior with large windows and modern decor.

What if you could own your
own business and just do
what you're good at...

...without having to worry
about all of that other stuff?

We have found a solution...

A man with a beard and light blue shirt is smiling at the camera in an office setting. In the background, other people are working at desks with computers.



It works for us – maybe it will work for **YOU!**

The FACE2FACE Solution



With FACE2FACE Meetings & Incentives...

You're in business *for* yourself,
but not *by* yourself...



S | ee your goal
U | nderstand the obstacles
C | reate a positive mental picture
C | lear your mind of self doubt
E | mbrace the challenge
S | tay on track
S | how the world *YOU* can do it!



At FACE2FACE we offer...

- 👥 Less risk
- 👥 Better chance at success
- 👥 Fewer cons
- 👥 Collaboration with the team when YOU want
- 👥 A team invested in YOUR success
- 👥 Independence you desire

We've eliminated most of the cons for you!



FACE2FACE was started to bring more value to our customers.



Jordan D. Clark
CEO & Managing Partner
FACE2FACE
Meetings & Incentives

We do that through sincere partnerships, saving customers money and helping them grow their businesses.

The result of this quest provided us an environment that eliminated bureaucracy, minimized overhead and streamlined processes so that people could focus on what they do best... helping their customers.


What that means for you is that we take care of things on the back end and provide all of the value propositions for you, so that you can focus on happy customers. You own your business, but we provide the umbrella and brand for you to work under to help you be more successful.



You're covered.

Our team focuses on doing
what they do best;

Helping their customers!



Let's look at what the **FACE2FACE**
umbrella covers...

Mission Statement

Awesome FACE2FACE Meetings.
Cutting edge professionals you *deserve*,
without paying a fortune.

Your mission statement. COMPLETE ✓

The FACE2FACE Brand Promise

We provide the brand to sell. The story to tell. The Partnership that PAYS!



Site Selection & Contract Negotiation

We help our customers find the perfect venue in a fraction of the time! Our experts negotiate the best terms and rates. You end up with the best value available while minimizing your risk.



Full Service Operations

We utilize our hotel background and expertise for your benefit by planning and operating the perfect meeting for your organization. No detail is too small in helping you achieve your desired outcome for your meeting.

The FACE2FACE Brand Promise

Why we are the Partnership that Pays



AWESOME MEETINGS

Meetings are an investment and you deserve a return. Our experts operate meetings for a living. We know how to make sure you get the most out of your meetings.



SAVE MONEY

Many of our services are free to our registered customers. Our experts get you the best pricing, the most value for the money you are spending, and the best contract terms.



LOWER RATES

Our experts negotiate the best rates and terms at the hotel of your choice.



MORE CONCESSIONS

As former Hoteliers, we know what hotels are looking for and how to get you the most value for every dollar that you spend.



MINIMIZE RISK

We help protect you and avoid surprises. We know how to recognize risk and negotiate it out of your contract.



SITE INSPECTIONS

We set up and attend all site inspections with our clients, allowing you to maximize your time while out of the office.



SAVE TIME

Save time and money because your team can focus on their primary responsibilities while we work behind the scenes.

The FACE2FACE Brand Promise

Why we are the Partnership that Pays



AWESOME MEETINGS

Meetings are an investment and you deserve a return. Our experts operate meetings for a living. We know how to make sure you get the most out of your meetings.



SAVE MONEY

Many of our services are free to our registered customers. Our experts get you the best pricing, the most value for the money you are spending, and the best contract terms.



LOWER RATES

Our experts negotiate the best rates and terms at the hotel of your choice.



MORE CONCESSIONS

As former Hoteliers, we know what hotels are looking for and how to get you the most value for every dollar that you spend.



MINIMIZE RISK

We help protect you and avoid surprises. We know how to recognize risk and negotiate it out of your contract.



SITE INSPECTIONS

We set up and attend all site inspections with our clients, allowing you to maximize your time while out of the office.



SAVE TIME

Save time and money because your team can focus on their primary responsibilities while we work behind the scenes.

Resources available at [FACE2FACE](#)



We work really hard to handle the challenging things for you so that you can be more successful. There are some basic things that we ask of you when joining our team, so that we can help set you up for success.



The Minimum Requirements [FACE2FACE](#) Asks of its Team Members

- High Speed Internet Connection
- Professional Distraction-Free Environment
- Cellphone
- Landline Telephone Access Preferred
- Printer/Scanner
- Up to Date Computer – Apple Products Preferred
- Recent Head Shot and Bio
- Updated LinkedIn Profile
- Facebook Page
- Ability to Travel
- Awesome “Can Do” Attitude



At FACE2FACE we provide a proven brand to sell, a story to tell, a Partnership that Pays

- Be your own boss
- A brand to sell
- Executive advice in running a business
- Avoid challenging pitfalls
- Surrounded by likeminded people
- Focus on what you do best, helping customers
- You're in business *for* yourself, but not *by* yourself
- A team invested in your success
- Less risk. Better chance at success
- Independence you desire

We offer more than our competitors & we are vested in your success.
We invest more time & provide more resources.
Which means more revenue for you!

YOU'RE IN BUSINESS

FOR YOURSELF...

BUT NOT BY YOURSELF.


Already own your own business?
No Problem!

At **FACE2FACE** we can construct a program
just for you.

YOU keep your current client base
& utilize **FACE2FACE** to help you
grow your business EVEN MORE!

Check out Sandie's
Story!



A woman with short reddish-brown hair, wearing sunglasses, a red turtleneck, and a dark blazer, stands in front of a white Trans World Airlines (TWA) aircraft. The aircraft features a large American flag graphic and the words "TRANS WORLD AIR" in red. The background shows an airport tarmac with other planes and buildings under a clear sky.

Sandie Holley
Joined FACE2FACE
May 2019

Sandie's Story

I was ready to be my own boss! I knew leaving a salaried position with guaranteed programs would be a risk, but I was up for the challenge. It was important to me not to delay starting my business. I began the arduous process of forming an LLC and launched, and within a short period of time generated business.

Making the decision to join [FACE2FACE](#) Meetings & Incentives has been one of the best decisions I have ever made. [FACE2FACE](#) has created a winning formula for handling meeting logistics so that as a meeting professional, I can stay focused on bringing my idea and goals to life. At the end of the day, it's about having the resources to keep my customers satisfied and coming back.

If you are a small business owner, this is a great way to help propel your business forward and get the support you need without sacrificing your independence. I strongly encourage you to reach out to [FACE2FACE](#) and consider joining our team. You will love being a member of a growing organization that offers foundational support, mentorship, and partnership. Even better, you'll enjoy the friendship and camaraderie. Don't hesitate to reach out to me if you have any questions or want to chat further.

A woman in a dark green jacket and black pants is hiking up a rocky trail. She is holding a leash for a light-colored, fluffy dog. In the background, there are rugged, rocky hills under a cloudy sky.

Adrienne Belleza Joined FACE2FACE February 2019



Adrienne's Story

I watched my dad transition from being a VP of Marketing to consultant, I always wanted to be like him and have that kind of success in my career. My ultimate goal was to own my own business and work for myself. I wanted to write my own story with who my clients are, when and where I would work, and how much I worked. After years of having my schedule dictated to me by a company or client, I wanted to be in control.

I hesitated on branching out on my own for a lot of reasons. The first was timing and finances, I wanted to have a significant amount of money saved for all the business expenses and living expenses.

There are a lot of independent planners out there and while it was appealing, it was daunting. How do you stand out? How do you differentiate from the next? How does a single person penetrate the businesses to get their business? I liked the idea of partnering with others, using my strengths along with someone else's. [FACE2FACE](#) allows you to work independently, and still be a part of a team that cares for one another and helps one another. It is not a competition, it's a team effort to grow our businesses, to lean on and ask for help and advice. A group of people with different experiences and viewpoints, we are each others' Board of Directors. I found [FACE2FACE](#) at the perfect time in my life and I would not have done anything differently.

My past employment has prepared me to be where I am and succeed.



Sheryl Metivier
Joined
FACE2FACE
February 2019



Sheryl's Story

After 23 years in the event & meeting management industry I wanted more for myself, not only professionally but personally. I was missing out on family events and my kids were growing up, I needed the option of setting my own schedule.

For years I was with the same company and had no opportunity for advancement, because of tenure of other employees. My only option would be to move to a larger city which would mean even more time away from family, which was NOT an option! I knew I had so many great ideas that I couldn't always act upon because of the limitations placed on me within the corporate world.

So, I decided to make a change and take a chance! However, this was not necessarily an easy choice...

Why? Money, plain and simple. The idea of stepping away from a guaranteed income and taking on what were unknown start-up expenses for stepping out on my own was overwhelming. But I knew I had to do this for me and my family, the potential was just too great to pass up!

Then I found [FACE2FACE](#)!

[FACE2FACE](#) has a reputation that precedes itself. They provide already existing relationships within the industry, while having a support system already in place for its team members.

Am I glad I joined the [FACE2FACE](#) team? Absolutely! I love the team energy and the ability to bounce ideas off like-minded individuals but at the same time, we all bring something different to the table. Each team member has different talents and specialty areas, which is helpful when you need help in an area where I may not have the same knowledge. The relationships I have built with my colleagues at [FACE2FACE](#) allows me to know I'm not alone in this journey of being successful within the event & meeting management industry.

**DO WHAT YOU
ARE GOOD AT**

LET US HANDLE THE REST!



We would love to have you join our TEAM!!



FACE2FACE

MEETINGS & INCENTIVES

PARTNERSHIP THAT PAYS

Info@meetingf2f.com

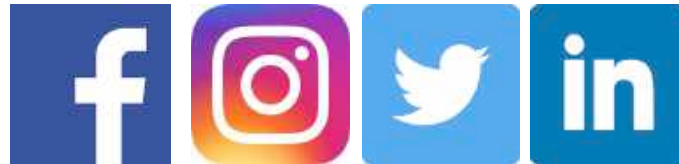
www.meetingf2f.com

@Face2FaceMeetings

@MeetFace2Face

(833) 633 – 8323

(833) MEETF2F



A FACE2FACE Performance Partners Company

So I'm starting a business...

Regardless if you choose to join the [FACE2FACE](#) Team or not, here is a list to help you get started

- ☐ Brand Platform
- ☐ Logo
- ☐ Write Business Plan
- ☐ Write Policies and Procedures
- ☐ File for Federal Tax ID
- ☐ EIN #
- ☐ Insurance/Workers Comp./General Liability
- ☐ Hire a Lawyer
- ☐ Accounting Services/Bookkeeping System
- ☐ Digital Marketing
- ☐ Social Media
- ☐ Website Design/Development/Operation
- ☐ Select Name and Legal Structure for Business
- ☐ Trademark Registration

- ☐ Business Cards
- ☐ Operating System
- ☐ CRM System
- ☐ Project Management System
- ☐ Phone System
- ☐ IATA Number
- ☐ Promotional Items
- ☐ Contract Templates
- ☐ Contract Clauses
- ☐ Value Proposition
- ☐ Sales Tax Permit
- ☐ Domain Name
- ☐ Capital Investment
- ☐ CVENT

- ☐ Safety Net Cash
- ☐ Location Chosen
- ☐ Office Equipment
- ☐ LLC Paperwork Filed
- ☐ County, State, and City License
- ☐ Company Bank Account
- ☐ Credit Card
- ☐ Networking Groups
- ☐ Support System
- ☐ Leads
- ☐ Training
- ☐ Administrative Needs
- ☐ Airline Desk





“We’re Your Third Partner, not a 3rd party.”