



Simple Ways to Modernize Your Business

A Lunch & Learn Workshop for Local Business Owners

Presented by Jennifer Pinder

What We're Actually Talking About

Modern business changed *quickly*. Many business owners are working harder than ever while dealing with:

- changing customer behavior
- online visibility challenges
- disconnected systems
- too much information
- too many tools out there (and not enough time to figure out what's actually useful)

This workshop focuses on a few practical ways to make business feel simpler, clearer, and easier to manage.

Visibility

Financial Clarity

Modern Tools & AI

YOUR HOST

Meet Jennifer Pinder



I help small business owners identify hidden gaps, improve visibility, and simplify the way they run and grow their businesses.

15 years working in finance, operations, and business systems

Ran a multi-location retail business for a decade, so yes, I get it!

Spent years helping businesses untangle their systems, get found, and run more efficiently

Believes the best tools are the ones you'll actually use

What You'll Walk Away With

1

Why Good Businesses Go Unnoticed Online

How customers find and judge your business before they ever contact you, and what to do about it.

2

Making Business Decisions With More Clarity

Simple ways to organize business information so you can spot trends, make decisions faster, and feel less reactive.

3

What AI Actually Does Well for Small Businesses

Real examples of how owners are using simple tools to save time, without the learning curve.



Sound Familiar?

You have a website and a Google listing. But new customers still aren't finding you.

You know roughly how the business is doing. But the full picture? Not always.

You're spending real time on marketing. And it's still not producing the way it should.

You keep hearing about AI tools. You just haven't had time to figure out which ones are worth it.

You're Already Working Hard. This Helps You See More Clearly.

This workshop isn't about doing more.

It's about spotting the things that may be quietly slowing you down and finding new ways to handle them.



Practical, not theoretical



Based on what real businesses actually deal with



No homework, no overwhelm

Who Is This For?



Service businesses – salons, contractors, trades



Restaurants, cafés, and food businesses



Retail shop owners



Solo operators and independent professionals



Property managers and real estate pros



Marine and boating service businesses



Better When You're in the Room With Others

- **Hear how other local owners are handling the same things**
- **Ask the questions you haven't had a good place to ask**
- **Walk out with a clearer picture of your own business**



Modern Business Conversations, Rooted in Real Experience

Practical Ideas You Can Actually Use

- No hype
- No sales pitch
- No complicated systems
- Just practical ideas, modern tools, and useful conversations for people already doing the hard work of running a business.

Get in touch or learn more at:

jennifer-pinder.com