



# SMALL BUSINESS CENTER *INSIDER*

## Get to Know the Small Business Center

Our Center is part of a statewide network dedicated to supporting the development and growth of small businesses. Every day, entrepreneurs across our community bring their ideas to life, proving that the spirit of free enterprise is thriving. While the path to business ownership can be challenging, our team is here to provide the resources, guidance, and support you need to turn your vision into success.

## Upcoming Events

Take advantage of our free and low-cost seminars designed to help you start, manage, and grow your business. With sessions offered at convenient times, you can learn about writing a business plan, marketing your products or services, managing finances, and more all created to support your success.

[www.cfcc.edu/small-business-center](http://www.cfcc.edu/small-business-center)

## Attend Our Free Online Workshops:

### Starting Your Small Business in North Carolina

Monday, December 15  
from 6:00 PM to 7:00 PM

### QuickBooks Tips and Tricks for Small Business Owners

Tuesday, December 16 from  
1:00 PM to 3:00 PM

### If You're a Business Owner, Your Message Is Costing You Sales

Wednesday, December 17  
from 11:00 AM to 12:00 PM





## SMALL BUSINESS SPOTLIGHT:



### ABOUT ISCC AND WINDY EZZELL, A LICENSED CLINICAL MENTAL HEALTH COUNSELOR

**Inner Solutions Counseling Center, PLLC** has served clients throughout North Carolina and South Carolina since 2002. The practice specializes in trauma-informed care for children, adolescents, adults, and couples. **Windy Ezzell**, the owner and Licensed Clinical Mental Health Counselor, has expanded her work beyond the therapy room. She has added entrepreneurial ventures including **Fertile Affirmations, Indigo WellSpace, and The Coalition for Comprehensive Women's Healthcare**. Together, these initiatives have created an ecosystem of care—therapeutic services, professional support, physical spaces, and tools that clients and clinicians can use throughout their journeys.

“The CFCC Small Business Center has been a steady, behind-the-scenes partner in my growth as a business owner. Their **one-on-one counseling sessions** gave me a place to plan and process big decisions, like expanding my practice, adding new services, and structuring my different businesses. **Jerry Coleman** helped me crunch numbers and streamline strategy. **The webinars and classes** strengthened skills I never learned in graduate school, such as business planning, marketing, understanding cash flow, and thinking intentionally about growth. The Small Business Center also connected me with resources, potential collaborators, and the reassurance that **I wasn't alone in trying to figure all of this out**. Having an experienced support system has made each stage of growth feel far less overwhelming.”

— ”  
*Windy Ezzell*



## WINDY EZZELL'S ADVICE AND ENCOURAGEMENT FOR ENTREPRENEURS:

- **You don't have to know everything to begin.** My counseling trainings prepared me to care for people, not to read leases, negotiate with banks, or build a brand. I learned those pieces step by step. Excellence not perfection and learn as you go.
- **Utilize every resource you can.** Centers like the CFCC Small Business Center exist for a reason. Take the classes. Schedule the appointments. Ask the questions. The support is right here in our community, and it can save you money, time, and a lot of stress.
- **Let your values drive your decisions.** When I get overwhelmed, I come back to one question: "Does this decision help me serve people well and create a sustainable life for myself?" If the answer is no, it's a sign to pause or pivot.
- **Build a team before you feel ready.** Whether it's admin support, another clinician, a bookkeeper, or a mentor, don't wait until you're burned out to get help. Even a few hours each week can free you up to focus on the work only you can do.
- **Give yourself permission to grow beyond your first idea.** My business goal started as a counseling practice. It has grown into a collaborative practice, products, and specialized program. Allow your vision to evolve as you do.
- **Your well-being is part of the business plan.** You are the engine of your company. Protect your boundaries, mental health, rest, and relationships. Success built on self-neglect isn't sustainable.

**Windy Ezzell MA, Licensed  
Clinical Mental Health Counselor**  
Inner Solutions Counseling Center

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### SMALL BUSINESS CENTER Q&A

*What is a business plan and why do I need one?*

A business plan provides a detailed description of your business, helps you define your business, identify your goals, and serves as a roadmap for your business. It can help you avoid unforeseen problems, properly allocate resources, and help you make good business decisions. A well-written business plan will include information on how you will market the business, who the owners/managers are and their relevant experience, current and projected income statements, balance sheets, and cash flow statements. The business plan is a critical component of any loan package in the event you want to borrow money to start your business. It communicates to lenders, suppliers, sales personnel, and other about your operations and goals. The Small Business Center will not write your business plan for you, but will help you understand how to write the plan and give you feedback about the plan.



## Get Free Counseling Today!

We provide complimentary, confidential counseling on a range of diverse topics from licensing issues and business plans to marketing and advertising!



### Information & Referral Center

Who said you were in this alone? Full of resources such as periodicals, DVDs, and books, the Small Business Center also provides computers with internet access for clients wishing to do business research or develop a business plan.

Have questions or want to learn more?  
Contact us today!

**910-362-7216**

**[www.cfcc.edu/small-business-center](http://www.cfcc.edu/small-business-center)**

"We all approach marketing with the goal of growth in mind, but don't forget that improving your marketing and getting better results is more often a "process" that develops over time. This is because you are putting out what you think works and watching for the results, then adjusting. Your software and systems should give you a nice feedback loop with the cues of what to change. So if you feel like you are behind the times or trying to catch up, remember it's not a single step or some special secret that makes you a great marketer of your business, but rather a "dialing in" over time what the best formula for you, your brand, and your audience are."

**Aaron Wesley Means,**  
**CEO of ACTIVATE**  
**Business Solutions**

**Constant Contact/SBC**  
**Partnership of**  
**North Carolina**

