

PRESS RELEASE

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Small Business Consulting Firm – Legacy Associates - Releases Free Special Report on How to Make Your Strategies Work in the Current Economy

Lakewood Ranch (Sarasota), FL March 11, 2010 – Legacy Associates (<http://www.legacyai.com>), a small business consulting and advisory services firm, announces the release of its free Special Report entitled, ***How to Survive, Reposition, and Thrive - Even When Facing Economic Uncertainties***. This newly released Special Report helps to demystify the strategy development and implementation processes for leaders of small-to-medium size businesses. In this complimentary Special Report, the consultants/authors, Terry H. Hill and Dolly A. Stevens, define proven, time-tested processes that business owners and executives can use to help them better navigate their organizations through this wave of economic uncertainty.

"It takes a great deal of courage to be an entrepreneur! It is not easy to face the risks involved in starting, maintaining, and growing a business enterprise. Unfortunately, the entrepreneur's badge of courage is becoming tarnished with fears of continued economic uncertainties that still lie ahead," says Terry Hill, Managing Partner of Legacy Associates and co-author of the Special Report. "Clearly, these turbulent times continue to put a growing number of businesses in very precarious positions because of their declining revenues and rising costs.

Hill continues, "Right now, many of these small business owners/executives are having a tough time just keeping their doors open, let alone finding the time to investigate and evaluate the opportunities that this current economic downturn could provide. In today's economic turmoil, the key to capitalizing on available opportunities lies in the ability of the entrepreneur to plan, implement, execute, evaluate, and adjust his business strategies to the current economic realities. An entrepreneurial business owner, without a clearly articulated strategy, may run the risk of losing his company."

In this complementary Special Report, ***How to Survive, Reposition, and Thrive -- Even When Facing Economic Uncertainties***, Mr. Hill and Ms. Stevens present an overview of the strategic planning processes that are critical to the development of a Strategic Action Plan. The Strategic Action Plan, or the "roadmap," lays out a clear, concise path between the current position of a company and for its future position. The Strategic Action Plan lists measureable objectives and recommends key strategic initiatives that assist entrepreneurs in navigating their businesses effectively through these uncertain economic times.

The Special Report further demonstrates how the strategic planning process can help an organization deal more effectively and more proactively with the difficult issues and challenges that they face. After completing the strategic planning process, an organization will have a framework for articulating its values, its purpose, its strengths/weaknesses, and its objectives. The Special Report assists an organization in making better decisions that ultimately minimize possible risks and seize valuable opportunities. The process also helps an organization develop the answers to the major questions: *What* do we need, or what do we want to accomplish, and *how* are we going to accomplish it? To download a complimentary copy of ***How to Survive, Reposition, and Thrive -- Even When Facing Economic Uncertainties***, visit <http://www.legacyai.com>.

A visit to the Legacy Associates Small Business Consulting website, <http://www.legacyai.com>, offers a comprehensive overview of the small business support capabilities of the firm's areas of practice--- evaluation/ assessment, strategic planning, implementation/ execution, and management /leadership. The [Legacy Business Assessment Profile \(BAP\)](#) is a diagnostic checkup and professional third party assessment of a business. The purpose of the Legacy BAP is to provide the business owner, with a scorecard on the 10 vital drivers of their business from three separate perspectives. The firm's

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flagship program is the [Enterprise Support Program](#). The Enterprise Support Program is designed specifically to guide, direct, and assist the entrepreneur and his staff in the implementation of well-defined strategies. These well-defined strategies are formulated based on the Business Assessment Profile that is prepared by Legacy Associates, Inc.

The Legacy [Integrated Business Planning Service](#) includes feasibility studies, operational plans, marketing plans, strategic plans, business plan reviews, and investor-grade business plans. By outsourcing their strategic business planning requirements to Legacy Associates, entrepreneurs are freed of the time-consuming task of research, analysis, and document preparation. The benefit of the Legacy Business Planning Service is that the entrepreneur receives a comprehensive set of professionally developed documents that clearly define what they intend to do, and how they plan to accomplish it.

In addition, the [Legacy Mentoring Programs](#) ---Startup, Growth, and Professional Sales -- are structured to work directly with the entrepreneur on a one-to-one basis to further develop leadership and sales skills, and simultaneously, fine-tune the entrepreneur's management style. The **Legacy Startup Mentoring Program** is geared specifically to entrepreneurial startup companies. The **Legacy Growth Mentoring Program** is tailored to business owners and executives of growth companies. And, the **Legacy Professional Sales Mentoring Program** focuses on individuals who are new to the role of selling or people who wish to move into a selling career.

Headquartered in Lakewood Ranch (Sarasota), Florida, Legacy Associates is a small business consulting firm that specializes in creating greater business value, employing strategic management techniques, and executing plan objectives. The firm helps business owners and executives improve their company's performance and optimize their return on personal investment by facilitating incremental improvements in all aspects of company's activity, rather than concentrating on any one single aspect.

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