

SMALL BUSINESS SPOTLIGHT



Lucid Business Strategies, celebrating its 10th year in business, is a management and marketing consulting firm serving all of S.E. Michigan. Jeff McElyea, Principal and Lead Consultant says, "clients engage Lucid because they are facing some type of problem in their business, and need help solving it." Some of the common things clients need assistance with are:

- Bills are piling up, and there is no money to pay them
- No matter what they try, their marketing doesn't work
- They know how to market their business, but need help getting it done
- Struggling to get their employees to perform better
- They need/want to make more money
- They want to improve how the company works

"It is very rewarding to help people improve their businesses- to watch them grow after perhaps years of struggling," said McElyea. Over the years, Lucid has worked with more than 40 different industries and hundreds of businesses, giving them a wealth of experience. "We've seen almost everything," McElyea says, "It's not very often that we encounter a business situation that we haven't worked with before."

Lucid helps ensure their clients' success by actively guiding and mentoring business owners, developing business plans, and providing other services such as marketing strategy, being an outsourced marketing department, web development, graphic design, email marketing, and a wide array of other support services. As McElyea explains, "We are the one-stop-shop for our clients – a place where they can receive all of the services needed to grow their business. Whenever they need something, they call us. We can either do it for them ourselves, or help them find reputable companies that can."

Lucid offers a free one hour consultation to business owners who may want help. You can reach either Jeff McElyea or Erin Vezzetti at 586-254-0095. Visit www.lucidbusiness.com for more information.



Erin Vezzetti



Jeff McElyea

Lucid knows a lot about having a network of reputable companies to refer to. McElyea is a 10-year member of the Chamber's BRAG™ program, has developed the BRAG™ new member and leadership manuals, member training, and trains all new BRAG™ groups. He has also been a two-time chairperson of the Northpoint group. Another key member of the Lucid team, Erin Vezzetti, is currently the Guest Host of the LaSaj BRAG™. Being this involved with BRAG™ has helped Lucid form relationships with legal, financial, insurance, and employee benefits experts, all of which work in concert with Lucid's efforts to help clients build solid companies.

Erin Vezzetti heads up the marketing implementation division of Lucid. She works with clients to help design and develop marketing materials and coordinate their marketing strategy. She continually tests and adjusts marketing approaches to get the best results. As Vezzetti states, "I find it exciting to work with clients until we get that 'WOW' moment – that transformational time when their marketing is clicking on all cylinders and their revenues are really growing."