

## My Journey to Becoming a Small Business Consultant

My name is Heidi DeCoux, and I call myself a P.O.P. Consultant. I make small businesses **P**roductive, **O**rganized, and highly **P**rofitable. Let me P.O.P. your business!

I started out as a professional organizer and a productivity coach. At the time, I had also had a full-time job; it paid the bills but it was unsatisfying. I got the courage to quit my job and go "all out" on my new business as an organizer and coach. I had a big vision for this business, but I didn't have a safety net. I **really** needed to make it work. So I immersed myself in the world of marketing so that I could go big! I studied everything I could get my hands on, spending hundreds of hours and thousands of dollars on courses and workshops. I ran my business by day and worked late into the night on new marketing strategies.

After these major investments, I had finally achieved a successful and profitable business. I hosted workshops - both live ones and virtual ones - I organized & coached clients, and, through my website, sold a line of products that I had created. I automated most of my marketing efforts, including my lead-generation and follow-up. I also automated the online sales process. I still operate that business today. You can check out my creation at [www.ClearSimpleLiving.com](http://www.ClearSimpleLiving.com).



My friends and clients noticed my creation and started asking me to help them to automate and market their own businesses in the same way that I had done. At first, I consulted them on the side. But very quickly, I discovered three things:

1. I LOVE helping people build successful and profitable businesses
2. Most business owners simply do not have the time to market their businesses because marketing alone is a full-time job.
3. It wasn't enough to tell people what they should do to have a successful, profitable business; I wanted to do it for them.

And from these discoveries, **Clear Simple Marketing** was born. Clear Simple Marketing is a full-service marketing firm designed to help small businesses increase their bottom line through the implementation of effective online marketing strategies.

Clear Simple Marketing is now a rapidly growing company. [Click here to meet our talented team.](#)

### How we do it

We keep up with the latest Internet trends and online marketing strategies, so that you - a small business owner that's busy running your business - don't have to. And we implement it all for you! We track results because we are committed to increasing their bottom line. In fact, we guarantee results.

When I was just getting started with my organizing and productivity business, I spent thousands of dollars on marketing strategies and campaigns that did not even pay for themselves, let alone generate a profit. You may have also "been there and done that." I know how **frustrating** it can be, which is why helping small business owners succeed has become my passion.

I love sharing techniques and strategies with others, and I love implementing. But the most satisfying part of my job is watching the transformation of people and their businesses after implementing our marketing strategies. We move business owners from exhausted, frustrated, and under compensated to productive, organized, and highly profitable. As a small business owner, you are part of the backbone of our economy; I help you make positive economic impacts.

As a profitable business owner, you can:

- Employ more people
- Provide better wages
- Donate more time, money, and resources to worthy causes
- Provide valuable products and services to our communities

I work with small business owners to solve problems, automate business processes, increase productivity, and implement effective marketing strategies -- all of which have a profound and lasting effect on the business.

It is said: "The best job is the one you would do even if you didn't need the money." When I P.O.P. a business I think, if I didn't need the money, I would do this for free.