



Taylor Wachowicz

Bonnie

People say I offer ideas they would never have thought of, but which make perfect sense as soon as they hear them. I inspire them to try a different business path, to follow their hearts with a reality-based plan of technology and strategies that work for them. I use my imagination, training and experience to help my clients envision and create fulfilling businesses. I began to focus on e-newsletters as a specialty because it's such an easy, affordable marketing tool that anyone can use – and when the budget allows – it's also one of the easiest things to outsource! That fits with my vision of using my imagination to help people be more successful in business.

Communication has been a constant theme throughout my life. It is the foundation for Taylor Made Time. My purpose is to bring your message out of your heart and mind, and into the world where you can be heard. On a purely practical business level, that means communicating with your market with an integrated strategy using e-newsletters, social media and more. I help you to develop effective online marketing strategies, and then I help you implement your strategies. On a more personal level, business and fiction writing is increasingly important to me, and I incorporate writing into every day.

Strategy sessions are an inspiring experience for clients as well as for me! It's an exploration and discovery, with lots of room for imagination and intuition. Breakthroughs and "ah-ha" moments are common, and it is incredibly satisfying to help people reach this level of self-awareness. The noise of everyday life can make it impossible to hear ourselves think. I help you listen to yourself again. What you have to say is important and the world wants to hear your message!

Business owners often struggle because they don't know any other way, don't have time to learn, and don't have big budgets for training or outsourcing. That motivated me to diversify my services. Since I love writing, it was a natural fit to write do-it-yourself guidebooks, which led to workshops so I could help people use online marketing even if they didn't have a budget to outsource. I am a strong promoter for Constant Contact because it is an easy non-techie service with great support. I partnered with Constant Contact so I could offer stronger services, information and support to my clients. I even help business owners with implementation – editing, proofreading, sending e-newsletters, integrating social media, and more. It all comes down to communication. Let's talk!



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