

The BNi logo is displayed in a bold, red, sans-serif font. A vertical line is positioned to the right of the logo.

BNi®



MOUNTAIN SOUTH
REGION

The background of the entire page is a photograph of a mountain landscape at sunset. The sun is low on the horizon, creating a warm orange and yellow glow that illuminates the sky and the mountain peaks. The foreground shows a rocky, forested slope with evergreen trees. The text is overlaid on the left side of the image.

**WHERE TRUST
TURNS INTO
GROWTH:
MEET MARY MICHAEL
OF BNI MOUNTAIN
SOUTH REGION**

WHERE **TRUST** TURNS INTO **GROWTH**: MEET **MARY MICHAEL** OF BNI MOUNTAIN SOUTH REGION

A successful business takes more than talent. It requires clear goals, strong systems, smart marketing, healthy finances, and meaningful relationships.

Mary Michael, founder of Strategic Solutions and a member of BNI Mountain South Region, helps small business owners build stronger, more profitable businesses while recognizing that lasting growth comes through trust and connection.

As Mary says, “If you are connected with people that I know, my trust in you goes up automatically.” That’s the power of BNI—a community where trusted relationships lead to meaningful referrals and business growth.

HELPING BUSINESS OWNERS TURN GREAT IDEAS INTO **REAL GROWTH**

Many entrepreneurs are experts in their craft but aren’t sure how to turn that expertise into a thriving business.

Through Strategic Solutions, Mary Michael partners with small business owners—typically one to seven years into business—to identify obstacles, uncover opportunities, and develop practical strategies for sustainable growth.



MARY MICHAEL

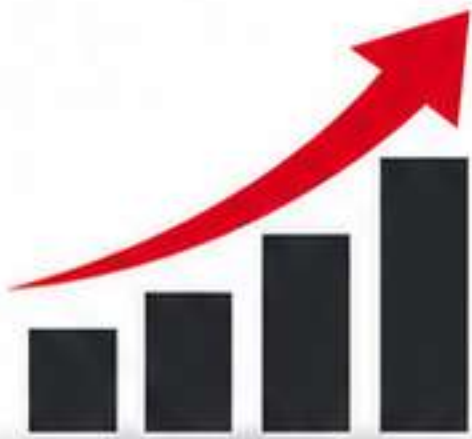
Founder, Strategic Solutions

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THE FIVE PILLARS OF A STRONGER BUSINESS

Mary organizes her work around five key areas that influence business stability, profitability, and growth.

01 | FINANCIAL STRATEGY



A business owner cannot make confident decisions without understanding their numbers.

Mary helps clients create realistic budgets, monitor income and expenses, understand profit margins, and calculate the cost of acquiring a customer. She also encourages business owners to think beyond a single sale.

Strategic Solutions help their clients develop plans and strategies to change the conversations surrounding their business propositions from ***"Do you want to buy?"*** to ***"Which option works best for you?"***

Because of this, they believe their clients make the customers they work with feel more in control, and the business has an opportunity to provide greater value than sticker prices.

02 | OPERATIONS AND SYSTEMS



Growth can quickly become overwhelming when a company does not have the right systems in place.

A business may be attracting more customers, but if every process exists only inside the owner's head, that growth becomes difficult to manage. Mary helps clients evaluate their goals, technology, automations, administrative processes, customer relationship management systems, and standard operating procedures.

Clear systems make it easier to delegate work, train employees, provide consistent service, and scale without creating unnecessary chaos. The goal is not simply to become busier. The goal is to build a business that can grow without everything depending on one person.

03 | PEOPLE AND LEADERSHIP



Every business is shaped by the people behind it. Strategic Solutions helps business owners navigate recruiting, hiring, onboarding, employee development, coaching, performance reviews, and difficult personnel decisions.

Mary also reminds business owners that leadership development begins with them. As a company grows, the owner must continue learning how to communicate clearly, manage people, understand financial information, market effectively, and make strategic decisions.

The skills that helped someone start a business may not be the same skills required to lead it through its next stage.

04 | SALES AND MARKETING

Sales and marketing are among the most common challenges Mary helps clients solve. One of the first questions she asks is: ***Who is your ideal customer?***

Many business owners say they serve “small businesses,” “homeowners,” or “anyone who needs the service.” While those answers may technically be true, they are usually too broad to support effective marketing.

Mary compares unfocused marketing to dragnet fishing. The business throws its message everywhere, pulls everything back in, and then spends time sorting through poor-fit customers, weak leads, wasted opportunities, and people who were never likely to buy.

A business with a clearly defined niche can act more like a fly fisher. It knows what kind of customer it wants, what message will attract that customer, where those customers spend their time, and how to position its services in a way that feels relevant.

“I’m not going to go to the middle of the ocean and try to catch a trout,” Mary said. “It doesn’t make sense. But yet, people still do that.”

When business owners understand their ideal customers, they can become more intentional about networking, advertising, sales conversations, partnerships, and referrals.



“ I’M NOT GOING TO GO TO THE MIDDLE OF THE OCEAN AND TRY TO CATCH A TROUT. ”
— MARY MICHAEL

05 | CUSTOMER EXPERIENCE



Winning a customer is important. Keeping that customer, creating additional value, and earning future referrals can be even more valuable.

Mary helps business owners evaluate how they communicate with customers before, during, and after the sale. Are they checking in at the right times? Are they asking meaningful questions? Are they creating an experience customers will remember and recommend?

Google Reviews are useful, but they do not always tell a business what needs to improve. Honest feedback often requires intentional conversations. A strong customer experience can increase loyalty, repeat business, referrals, and the lifetime value of each relationship.

YOUR DIGITAL FOOTPRINT BUILDS TRUST BEFORE YOU EVER MEET



Before someone calls, schedules a consultation, requests an estimate, or accepts a referral, they will probably search for the business online.

Mary refers to this as “cyberstalking,” but it has become a normal part of the buying process. Potential customers may visit a company’s website, read Google Reviews, search for the owner on LinkedIn, and look for shared connections.

A professional and consistent digital presence helps reassure them that the business is legitimate. Mutual connections add another level of credibility.

That is why Mary’s observation is so powerful:

“IF YOU ARE CONNECTED WITH PEOPLE THAT I KNOW, MY TRUST IN YOU GOES UP AUTOMATICALLY.”
— MARY MICHAEL

A trusted referral does more than provide someone’s name and phone number. **It transfers confidence from one relationship to another.** That is one of the greatest strengths of BNI.

FINDING A BUSINESS FAMILY THROUGH BNI MSR



Mary's first experience with BNI wasn't memorable, so when a friend invited her to visit another chapter, she attended with few expectations. That changed the moment she walked into the BNI Southside chapter.

"It was immediately a different feel," Mary said. "It was a family of business owners who genuinely cared for each other and wanted to help each other grow."

Mary found more than a networking group—she found a supportive community of entrepreneurs who understood the challenges of business ownership. Surrounded by people with integrity, focus, and drive, she knew she had found the right place and decided to join.

“

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— MARY MICHAEL

”

A PERFECT MATCH BETWEEN STRATEGIC SOLUTIONS AND BNI

For Mary, Strategic Solutions and BNI are a natural fit. BNI connects her with business owners she can help while surrounding her with members equally committed to helping others succeed.

"I'm sitting at the table saying, 'Let me help you,' and they're sitting at the table saying, 'Let me help you,'" Mary said.

That spirit embodies BNI's Givers Gain® philosophy. As Mary and BNI MSR Regional Marketing Director Jeff Glass put it, "We're trying to out-bless each other." More than networking, BNI fosters a community built on generosity, trust, and mutual success.

GIVERS GAIN®

THE REVENUE ROADMAP: TURNING EXPERIENCE INTO A RESOURCE

Mary's work with entrepreneurs inspired her to write *The Revenue Roadmap* after hearing the same question time and again: *How can I make more money?*

Originally intended to cover all five pillars of Strategic Solutions, the book evolved into a practical guide focused on sales, revenue, and helping business owners attract customers, communicate value, and grow their businesses.



HOW CAN I MAKE MORE MONEY?

Mary's goal isn't fame—it's impact. "I just want to do some workshops, spread the word, and meet small business owners," she said.

The book allows her to reach people who may not be ready to work with a consultant directly. It gives entrepreneurs a resource they can use to begin improving their businesses and their own.

**“ I JUST WANT TO DO SOME WORKSHOPS,
SPREAD THE WORD, AND MEET SMALL
BUSINESS OWNERS. ”**
— MARY MICHAEL

BUSINESS **GROWTH** STARTS WITH THE RIGHT **PEOPLE**



Mary Michael's story is a reminder that lasting business growth takes more than strategy—it also requires trusted relationships.

Through Strategic Solutions and BNI Mountain South Region, Mary helps business owners build stronger companies while surrounding them with a community that encourages, supports, and refers one another. When people with integrity, focus, and drive come together, networking becomes more than a meeting—it becomes a place where everyone says, "Let me help you."

**CONNECT, GROW,
AND GIVE WITH BNI
MOUNTAIN SOUTH REGION**

BNI Mountain South Region connects business professionals who believe strong referrals begin with strong relationships.

For Mary Michael, BNI is more than networking—it's a trusted community where members support one another and strive to "out-bless each other."

Ready to experience it for yourself? Visit a BNI Mountain South Region chapter and discover what happens when business owners come together to connect, give, and grow.

CONNECT. GIVE. GROW.

BNI®



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