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Tips on Growing a Business

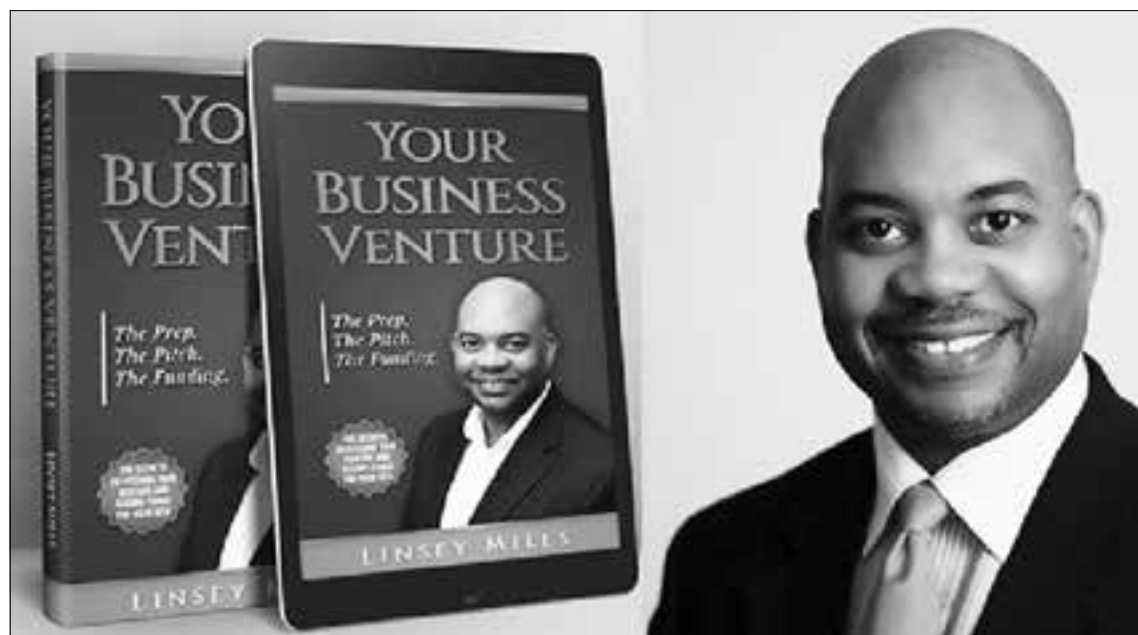
Finance expert offers help

Financial consultant and businessman Linsey Mills has launched a new book to equip entrepreneurs with the skills to build a sustainable business in a shrinking economy.

In *Your Business Venture: The Prep, The Pitch, The Funding*, Mills shares the three major pillars that are needed to master, ideate, create, develop, pitch, launch, and grow a profitable and sustainable business. All of this is powered by one great idea and the passion and confidence that it can work.

Mills describes the prep as preparing the mind to identify or attract ideas that have the potential to be a successful business. The pitch is how effectively the entrepreneur presents his idea to potential partners, funders, and investors; The funding is exploring the types of available funding and what funding works best for the business.

A successful entrepreneur himself, Mills challenges entrepreneurs to think outside the box. He underscores the importance



Finance guru Linsey Mills equips entrepreneurs with tips to survive and thrive in the new normal.

of knowing the product and target market, delivering the perfect pitch, and building a solid team. The author shows his reader not only how to launch a successful grand opening but also how to avoid the grand closing.

Statistics indicate that the Coronavirus pandemic has forced over 100,000 businesses to permanently close their doors. And while many may view this time as the worst time to start a business, Mills encourages en-

trepreneurs to go for it, pointing out that successful businesses such as Uber were started during a recession.

When asked about his motivation for writing the book, Mills explained: "I wanted to encourage people to identify problems and provide viable solutions to solve our business, societal, economic, and philanthropic concerns. By training current and future innovators, I hope to increase the potential of people to move

into action and find the solutions that will make real differences in our lives."

Your Business Venture is filled with advice and strategies to succeed in the new economy. It is a dynamic resource for new entrepreneurs who want to minimize their risk of loss, and for existing entrepreneurs who want to improve their process and profitability. The book is available for purchase on Amazon in Kindle and paperback formats.

Mental health is just as important as physical health

Take care of yourself with fully covered mental health services

We know this is a difficult time. COVID-19 has probably made your life more challenging. With the school year disrupted and separated from friends, children are facing emotional burdens, too. But help is available for you and your family. The Oregon Health Plan (OHP) covers most mental health services. Providers are available for both online and in-person appointments.

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Counseling and therapy



Mental health care for children



Substance use treatment



Addiction recovery support

Here are some tips to help your appointment go smoothly

- ▶ Find a quiet, private space so you can talk freely. Use a headset or headphones if you can.
- ▶ If possible, make sure your phone or computer has a camera.
- ▶ Get your phone, tablet or computer ready a few minutes early. You may have to download an app to connect to your provider.
- ▶ Remember that video uses a lot of cell phone data if you're not on Wi-Fi.

Contact CareOregon Customer Service to connect to mental health services. Reach us 9 a.m. to 5 p.m. Monday through Friday at 800-224-4840 or TTY 711.



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