



Many businesses are started by people with a great idea, skill, product or passion. On top of this foundation, new ideas and expertise are continuously needed to stay ahead of fierce, relentless competition. It's simply not enough to have a good idea or a great product. Outstanding execution and innovative ideas in every aspect of a business are absolutely critical to survive in today's demanding marketplace. That's where we come in.

Why Endorphin Advisors?

First of all, we love this stuff. We live to develop creative solutions to help clients overcome challenges and grow their business. We firmly believe in the saying that our clients' success is our success. (Yes, we get an "endorphin rush" from producing great work for clients!)

Second, we focus solely on serving the marketing and business development needs of small and medium-size businesses – providing strategy and performance improvement solutions to service industry businesses.

And finally, we rely on financial analysis to help guide decision-making and measure growth and performance. This is not guess-work. We help clients take a good, hard look at their business and develop strategies to improve performance and grow.

Who Are We?

Endorphin Advisors is a strategic advisor and full-service consulting firm. In addition to our traditional consulting services, we specialize in a unique, powerful combination of marketing consulting, business performance improvement and strategic counsel. These services are designed to meet the specific needs of small to medium-size businesses, including start-ups, in a broad range of industries. We refer to this focused blend of services as ***GPI Consulting***, or Business Growth & Performance Improvement Consulting.

Areas of Focus - *GPI Practice*

Strategic Business Consulting & Performance Improvement

We combine an analytical, finance-driven approach with a strategic marketing perspective to help clients identify specific, measurable goals and performance metrics. We develop a system of goal-setting and self-assessment to help monitor progress towards these goals, along with the tools and data used in performance measurement.

Marketing Strategy, Tactics & Tools

Do you know who buys your products or services? When they buy them? Why? We examine a client's marketplace and assist them in making the best decisions to meet their customers' needs. Then, we develop and implement creative strategies for building relationships with potential and existing customers.

Building Stronger Businesses

Sales, Marketing & Web Collateral

With service businesses, it is vital to clearly communicate a strong value proposition. What are you providing, and why should customers buy from you? We help clients create an arsenal of compelling collateral (brochures, web content, presentations, press releases, news articles, cover letters and proposals) to support dynamic sales and marketing campaigns.

Branding & Re-Branding Campaigns

We help clients define and communicate brand identity (for existing or new brands) in ways that appeal to their specific target market(s).

Professional Coaching & Mentoring

Coaching and mentoring focuses on an individual's performance and satisfaction. We help clients clarify and commit to goals and establish a plan with specific steps to meet those goals. A key part of the process is monitoring and evaluating progress towards achieving these goals. We work with clients to develop the motivation and passion to achieve their dreams, overcome obstacles and eliminate uncertainty in their everyday lives.

Additional Services

Our professional consultants and partners can provide other services including strategic communications and public relations services, market research and analysis, identity and logo design, web site design and development and business plan research and development.

Special Offer: Complimentary 60-minute Strategy Evaluation and Consultation

Managers running the best businesses know that it is necessary to regularly step back and evaluate their business and its performance. Are we meeting our goals? What could we be doing differently and better? In a 60-minute meeting, we use a carefully designed 10 question survey to explore several key aspects of your business. From this conversation, we will help clients uncover areas where there are opportunities for improvement. We will provide concrete ideas and strategies that could help your business grow or improve its performance. This proven process has helped many companies uncover new ideas that have improved their business performance.

For more information or to schedule a meeting, please contact Endorphin Advisors:

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