



Thrive Loop LLC

Background

Thrive Loop is a marketing consulting business that bridges the gap between digital advertising and businesses of all sizes. Our mission is to equip businesses with the knowledge and expertise needed to effectively reach and convert their target audience. With extensive experience in working with prominent social media platforms and global brands, we understand the importance of creative strategy and implementation in achieving business objectives. By collaborating closely with C-level stakeholders, we ensure seamless cooperation that leads to increased brand awareness and revenue growth.

My journey started when I was laid off in December 2022 from my position as a project program manager at a large tech company. It left me feeling frustrated and unsure about my next career move. About a year ago, I met Michelle Caba, a consultant for the Miami-Dade Business Navigator (MDBN) Program, through a friend. I mentioned my job loss and my desire to start my own business and consulting firm. She suggested that I join the MDBN Program, which piqued my interest. This is where everything began for me.

Leveraging my expertise in the digital advertising world, I took the leap and founded my consulting firm. With the support and resources provided by the Miami-Dade Business Navigator Program, the business was launched in April 2023. Currently, I'm working with my first client, serving as their consultant Chief Marketing Officer. I have been instrumental in revamping their website, creating marketing materials, developing a social media strategy, and even improving their processes. Our collaboration has led to remarkable results, including a 30% growth in their business in May alone. Witnessing their satisfaction with my work brings me joy and reinforces my passion for what I do.

Solution

Through the Florida Small Business Development Center (SBDC) at FIU, under the Miami-Dade Business Navigator Program, I discovered the tremendous benefits of having mentors, coaching, and access to valuable resources. Whether you already have an existing business or simply a business idea, this program caters to your needs. Initially, I had concerns about branding, taglines, and target audience, but with

Michelle's guidance, I learned to recognize my strengths and leverage them to provide valuable services to clients. Building my business became an incredible experience, transforming a mere idea into a tangible reality.

Having a business consultant like Michelle was crucial throughout this entire process. She helped me clarify my business purpose, identify my strongest skills as an experienced professional, understand my prospective clients, and define the services I could offer. Without her expertise and support, my success would not have been possible.

The Miami-Dade Business Navigator Program has been an absolute blessing in my life. I wholeheartedly recommend this program to others, as it provides invaluable coaching, mentoring, and resources at no cost. The workshops have equipped me with essential knowledge in marketing, financial literacy, and other crucial aspects of running a business. It is an opportunity that aspiring entrepreneurs should embrace, especially in today's limited job market. This program has pushed me beyond my limits, enabling me to pursue my dreams with confidence.

From the Owner

“My advice to other entrepreneurs is to embrace the power of collaboration and seek out resources and programs like the Miami-Dade Business Navigator. Surrounding yourself with experienced mentors and participating in business acceleration programs can provide valuable guidance, support, and networking opportunities. It's crucial to be open to learning, continuously adapt to the changing market, and be resilient in the face of challenges. Building a strong network and nurturing relationships with clients and industry professionals are also key factors in establishing a successful consulting business.”

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