

APRIL 2019

# TANDARA

*Business & People*

*The Monthly Bulletin of Multicultural Solutions LLC*



**#UNAPOLOGETICALLY  
RADICAL**

• Start Your Own Business

## WELCOME TO TANDARA

*By Clara Matonhodze Strobe*

Welcome to the Tribe of Radicals! People who are #UnapologeticallyRadical about what they do and why they do it.

I don't play golf, but I learned one thing in the one golf class that I did take - when you are set to make the swing, make sure you have good form, then take that aim and follow through squarely.

As I write this, Tiger Woods is on a streak to win the Masters again. There have been so many analysis on what makes him so good. What separates him from the rest and how he does it. For Tiger, I think it's just plain and simple - talent. He was born with it. For the rest of us, and the rest of those chasing the Masters, it will take training and conditioning, and one good arm swing.

The same as in business. Few of us will be the Bezo's and Job's of the world. Most of us, will rest in that place that requires training, conditioning and one good arm swing! That is ARMSWEN, for business success! Read more about the concept below.

# THE ARMSWEN MODEL

## *The Case for Business*

The ARMSWEN Model is a set of tasks to do before you launch your business. We have done the research for you and listed basic action steps to start your own business.

It is especially beneficial to immigrants who often get wrong advice when they first enter the USA. Advice that makes business ownership unachievable, but in reality, "Half of the most highly valued technology companies were founded by first-generation immigrants" (Entrepreneur.com). Immigrants tend to be more successful in business ownership because they hunger for success.

Across the USA, Immigrants labor in jobs they are overqualified for because employers don't understand them. They don't know what to make of work experience in Ghana or a degree from Croatia, so they are passed on with promotions and benefits. For these immigrants and refugees, starting their own business is very appealing; and we have made it easier for them.

## *ARMSWEN Model*

### **Assessing your opportunity**

Is there a gap in the market for your business idea?

### **Registering the business**

Depending on the type of business, you might be required to register. Even if you are not, it is a good idea to register.

### **Marketing your business**

Congratulations on successfully registering and launching your business. What happens from now on, will be your marketing genius...

### **Structuring your business**

LLC, Sole prop, Inc., LLP. what does this all mean to your business model? Consider the pros and cons of each of these.

### **Writing a business plan (or not)**

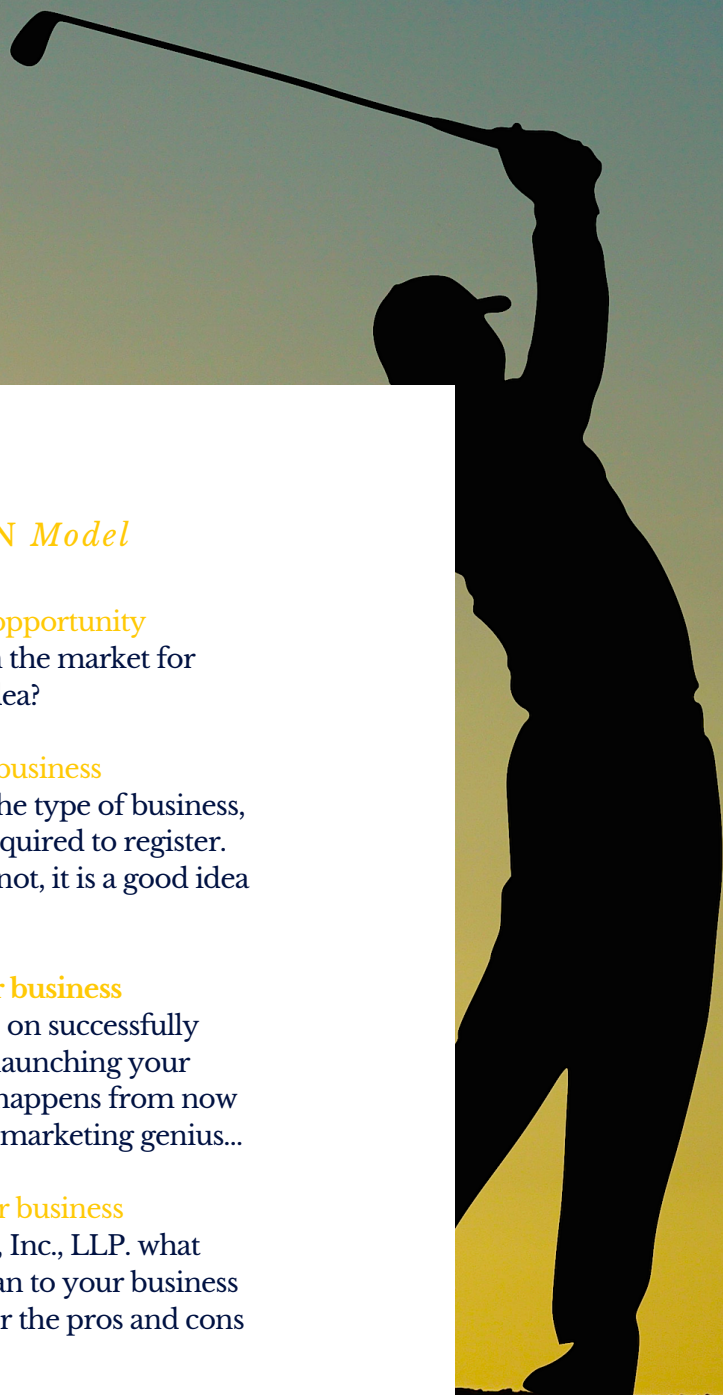
Let's dispel this myth that leaves many in the cold.

### **Evaluating pros and cons of owning a business**

Whatever you decide, make sure you do not regret it at the end of life.

### **Naming your business**

KISS (Keep it Short and Simple).





## EVENTS IN THE COMMUNITY

### APNET Business Mixer

Join APNET for a Business-Networking Mixer. Mix and Mingle with dynamic professionals in Cincinnati and grow your network.

**Guest Speaker: Clara Matonhodze Strode, Multicultural Solutions LLC**  
**Topic: Step Up to Stand Out: Build an Unapologetic Personal Brand**

Do you understand why you do the things you do? What your X factor is? What about your stressors? In this discussion, Clara Matonhodze Strode, Owner of Multicultural Solutions LLC, takes you on a personal branding experience.

People reinvent themselves all the time. What story do you want to be told about you? How can you make a successful shift into a new career or more meaningful work? What perceptions about you do you want to debunk? If you are one of the many people contemplating a more fulfilling and successful life, then this discussion is for you! It demands deep thought and honesty. You will leave with tangible tools to set you on the path to a successful personal brand in business, career and life.

### The Welcome Project

Join us for this introductory workshop, hosted by the Welcome Project, taught by Clara Matonhodze Strode; Owner of Multicultural Solutions LLC, a business development and digital marketing business helping immigrants and refugees to start or grow their own businesses.

In this workshop you will learn basic skills and tools necessary to build and expand upon your own business, using the business success model ARMSWEN (pronounced Armswing). Bring your laptop and get ready to swing your way to business success.

### APNET Business Mixer

*Fri. April 26, 2019  
6:00pm – 9:00pm  
Kingsgate Marriot at the  
University of Cincinnati  
(Beartcat Lounge)  
151 Goodman St, Cincinnati,  
OH 45219*

### The Welcome Project

*Sat, May 11, 2019  
10:00am – 1:00 pm  
The Welcome Center  
2936 Colerain Avenue  
Cincinnati, OH 45225*

GET IN TOUCH

