

## **VTBS Press Release #1**

### **‘Success Connections’ Teaches Entrepreneurs How To Build a 6- and 7-figure Business Using the Power of Virtual Teams**

Melanie Benson Strick, founder of Success Connections, has announced the launch of a new program designed to help entrepreneurs grow their business to six- and seven-figures without working 90-hour workweeks.

Strick has spent the last several years helping business owners get on track and stay in the black, including her own business. Her unique coaching methods and extensive line of support materials have made her the go-to person for entrepreneurs and small business owners needing help with innovative strategies to accomplish more in less time.

“I love working with people who have the desire and passion for their business, but need a little help with making a profit with those ideas,” says Strick. “And a lot of it has to do with people trying to do everything themselves.”

That’s what led Strick to do a series of interviews with five leading entrepreneurs - to see where they were spending their time and energy, and how they seemed to get things done so fast. Those interviews developed into her new tool for business owners.

“‘Virtual Team Building Secrets’ is specifically designed for the small business owner who wants to be big, but doesn’t necessarily have unlimited resources to get everything done -- either the time or the money,” Strick said.

Interviewees include some of the biggest names in their respective fields. Strick handpicked the five heavy hitters involved in this program for both their levels of success as well as the speed with which they reached it. They are: Alexandria Brown, also known as “the Ezine Queen”, and her virtual assistant Liz Murphy; Will Craig, founder of Coach Training Alliance; Alex Mandossian, Internet marketing expert; Tracy Monteforte, co-founder of WTPowers.com; and Michael Port, author of *Book Yourself Solid*.

The ‘Virtual Team Building Secrets’ program is available as a combination of audio CDs, handouts and worksheet tools, and interactive coaching. Program details are available at [www.virtualteambuildingsecrets.com/press](http://www.virtualteambuildingsecrets.com/press).

Melanie Benson Strick, "The Entrepreneur's Success Coach," offers keynotes speeches, mentoring, training and products designed to get people out of overwhelm and onto the success fast-track. For more information visit [www.successconnections.com](http://www.successconnections.com).

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## VTBS Press Release #2

### **Success Connections founder Melanie Benson Strick shares how “virtual teams” make sense for struggling companies, including WTPowers.com**

One of the biggest names in network marketing, WTPowers.com, almost didn't survive past its first year. It's hard to imagine the world of network marketing without this powerhouse, but recently co-founder Tracy Monteforte shared how utilizing a “virtual team” changed the course of this company.

In an interview with Melanie Benson Strick, founder of Success Connections, Monteforte revealed how she and her husband Pat had toiled for a year trying to get their website off the ground, and were just at the point where they were ready to throw in the proverbial towel.

They believed in what they had to offer, but needed a way to market it. Not being marketing experts, they took their last bit of resources and handed over a key project to virtual partners.

That's when things got interesting. Sight unseen, these “virtual partners” not only completed the project on time and under budget, but the resulting spike in sales was more than the Monteforte's could ever have imagined.

Strick has interviewed five entrepreneurs, Monteforte being one of them, and created a complete program for business owners to give them the ins and outs of using virtual teams. For some, this may be new territory, but a growing number of small business owners are seeing the beauty of getting more done without having to hire more employees - or even do more work themselves. In fact, they're doing *less* work.

“‘Virtual Team Building Secrets’ is specifically designed for the small business owner who wants to be big, but doesn't necessarily have unlimited resources to get everything done -- either the time or the money,” Strick said.

The ‘Virtual Team Building Secrets’ program is available as a combination of audio CDs, handouts and worksheet tools, and interactive coaching. Program details, including a free ecourse to help entrepreneurs get started building their team, are available at [www.virtualteambuildingsecrets.com/press](http://www.virtualteambuildingsecrets.com/press).

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### **VTBS Press Release #3**

#### **‘Virtual Team Building Secrets’ is no secret to the “Ezine Queen” in her interview with Melanie Benson-Strick of Success Connections**

Exhausted. Burnt out. Broke. These are some of the words Alexandria Brown, the Ezine Queen, used in her interview with Melanie Benson Strick on how her business made her feel before she discovered the simplicity of using a virtual team.

Strick’s interview with Brown is part of a new program for entrepreneurs designed to teach them the ins and outs of using virtual teams. For some, this may be new territory, but a growing number of small business owners are seeing the beauty of getting more done without having to hire more employees - or even do more work themselves. In fact, they’re doing *less* work.

Strick has spent the last several years helping business owners get on track and stay in the black, including her own business. Her unique coaching methods and extensive line of support materials have made her the go-to person for entrepreneurs and small business owners needing help with innovative strategies to accomplish more in less time.

Brown, also known as “the Ezine Queen” for her niche in the Internet ezine market, is living proof that having a virtual team can propel a business from a 6 to a 7-figure income with minimal effort. Good news for entrepreneurs.

"This might illustrate how powerful this concept is. With the help of a virtual team, Ali launched one new program that netted a profit of over \$600,000k in one year," said Strick.

“‘Virtual Team Building Secrets’ is specifically designed for the small business owner who wants to be big, but doesn’t necessarily have unlimited resources to get everything done -- either the time or the money,” Strick continued.

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## **VTBS Press Release #4**

### **Melanie Benson Strick grills internet marketing expert Alex Mandossian on the secret to his success**

Melanie Benson Strick, founder of Success Connections, was on a quest to discover the difference between a struggling and a thriving entrepreneur. That led her to an interview with Alex Mandossian, who is himself not only a huge success, but he leads countless others to the waters of Internet wealth.

How did he do it? With a virtual team, of course. Not just for overseas call centers and tech support, virtual teams are the way an increasing number of entrepreneurs and small business owners are growing their business without growing their liabilities.

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Mandossian is one of 5 entrepreneurs selected by Strick to shed some light on how virtual teams work, and open the door for more entrepreneurs to explore this business model for themselves.

“Alex knows how to find people who are strong in areas of his weaknesses,” says Strick. “And he will hand those jobs off to his virtual team so that *he* can concentrate on what *he* does best. He has also pioneered the use of interns and stay-at-home Mom’s.”

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## **VTBS Press Release #5**

### **Melanie Benson Strick finds out how Business Coach Michael Port hit 7-figure success**

Melanie Benson Strick was on a mission to discover how having a “virtual team” took a moderately successful business coach into the 7-figure income bracket. So she interviewed Michael Port, author of *Book Yourself Solid*, to find out exactly how virtual teams worked for him.

The resulting interview became part of her new business tool for entrepreneurs, called ‘Virtual Team Building Secrets’. Port, along with 4 other individuals interviewed for the program, attributed his phenomenal growth to sharing parts of his business with a virtual team. These people will do the work he isn't trained in or doesn't have the time for, allowing him to focus on the parts of his business that he loves. It's a mutually beneficial relationship.

“You can only do so much on your own,” said Strick. “What became clear to me in these interviews, and I've seen it with my own company, is that you give business to others who help your business grow. You all contribute to each other's success.”

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## **VTBS Press Release #6**

### **Virtual Teams is the new business model for up-and-coming entrepreneurs including Will Craig**

Melanie Benson Strick, founder of Success Connections, found a wealth of information when she started interviewing top entrepreneurs about their success secrets. One of them, Will Craig of Coach Training Alliance, unveiled the adaptability and flexibility he gained when he realized that he could hire a virtual team to help his business grow.

“Outsourcing is still somewhat of a mystery to a lot of people,” said Craig. “But when you see the benefits of it, you can’t imagine any other way.”

This “pay for what you get” mind-set is keeping the spirit of enterprise alive and well in today’s economy. More people are set up for a home office now than ever before, and with the Internet and email, they can get just as much done as a traditional employee, if not more.

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