



MicroMentor

Find a Mentor. Be a Mentor. Build a Business.

"Deeply Kneaded Therapeutics" Gets Needed Marketing Support

Entrepreneur: Tia Williams

As a certified massage therapist with a bachelor's degree in business management, Tia Williams dreamt of owning her own business. It was only natural then that she would open a massage therapy center where she could combine her love for therapy with her determination and passion for running a business. Just after starting her company, "Deeply Kneaded Therapeutics," she realized she needed help navigating the challenges of business ownership, skills she hadn't been taught in school. While she was still in college Tia had run across the MicroMentor website and made a note of it, thinking that it might one day be of use to her. Today she's glad she did.



Mentor: Kevin Hanville



Kevin Hanville had a career in sales when he started to realize the work just wasn't for him. Kevin enjoys engaging with people and sharing his guidance. After further consideration, Kevin decided to start his own company as a business consultant. Working with a variety of business owners, Kevin began to see a growing number who could benefit from his advice, but they couldn't afford it. MicroMentor provided him with an opportunity to continue to run his private consulting business while also volunteering some of his time to advise small business owners who would have been overlooked.

About Their Match

Speaking with her mentor once a week, Tia appreciates Kevin's guidance on marketing and promotions to build her client base. Kevin's experience mentoring another massage therapist has helped further inform his suggestions for how Tia can promote her company.

"Kevin has helped me with my image in terms of what clients expect of me and how people perceive me," comments Tia. This mutual understanding and a shared passion for seeing "Deeply Kneaded Therapeutics" succeed is what helped Tia grow her client base after just the first four weeks of starting the mentorship. In fact, Kevin had such faith in Tia's business, he provided her with some new clients from his own network of acquaintances.



Tia Williams



Kevin Hanville