

REMOTE RISE

3RD EDITION

SCALING UP

Branding Beyond the Logo:
How entrepreneurs can build
a brand that sticks

LEADERSHIP & CULTURE

Thriving Under Pressure: A
Holistic Approach to
Entrepreneurial Health

TALENT & HR MANAGEMENT

From Task-Taker to Strategic
Partner: Inside the Mind of a
Virtual Assistant

TECHS & TOOLS

Transforming Businesses
through Smart Automations

CBF'S PROVEN SYSTEM

Building Million-Dollar
Cleaning Businesses

BUSINESS INSIGHTS

Global Marketplace:
Unstoppable Growth
Starts Remotely

INTERVIEW: FROM CHAOS TO CLARITY

HOW JANE CESINO BUILT STABILITY AND SUCCESS THROUGH SMART DELEGATION

INTERACTIVE & FUN

Quiz: What's Your Remote Work Personality?



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EDITOR'S NOTE

Welcome to the third edition of Remote Rise.

Every issue of this magazine tells a story—not just of business, but of belief. The belief that even in the most chaotic seasons, clarity is possible. That even when the path seems uncertain, there's purpose in the process. And above all, that **no one builds anything great alone**.

This month, we're diving into one of the most powerful examples of that truth. Jane Cesino's story is more than an interview—it's a reminder that **behind every thriving business is a team built on trust, and a leader who had the courage to release control**, delegate with intention, and believe in the people she chose to bring along for the ride.

Her journey from instability to impact didn't begin with flawless plans or perfect systems. It began with a choice—to keep going when things got hard, and to believe in **the power of smart support**. It's this kind of quiet strength, this resilient faith in others, that so often separates those who scale from those who stall.

At GetNuva, we see this every day. Entrepreneurs who are **brave enough to step out of the overwhelm and into a new rhythm**—one built on collaboration, strategy, and heart. We know firsthand that a Virtual Assistant is not just an extra set of hands. When chosen wisely and integrated well, they become the steady force that turns vision into execution. They are the clarity in the chaos.

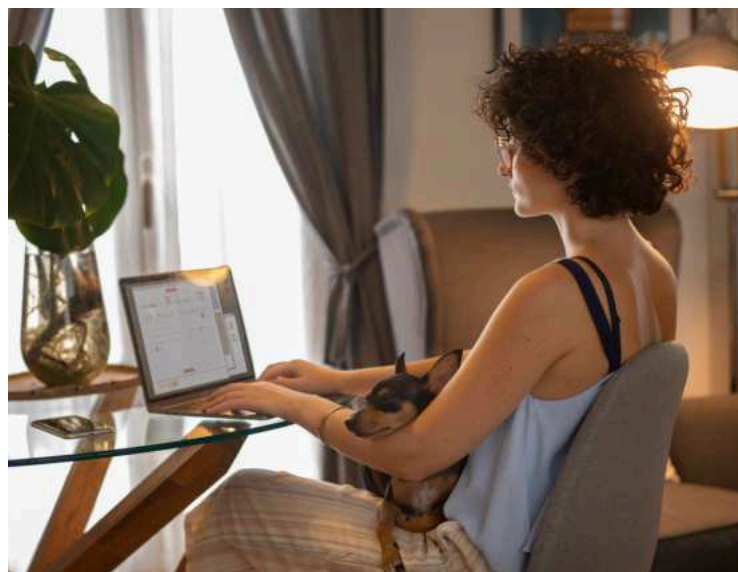
So, as you read this edition, may it serve as more than business advice. May it be **a reflection of what's possible when you stop trying to do it all yourself**, —and start building something that lasts, together.

Here's to trusting your team. To growing with grace. And to building businesses that thrive under pressure, not in spite of it, but because of the people behind them.

Enjoy the read—and keep rising.

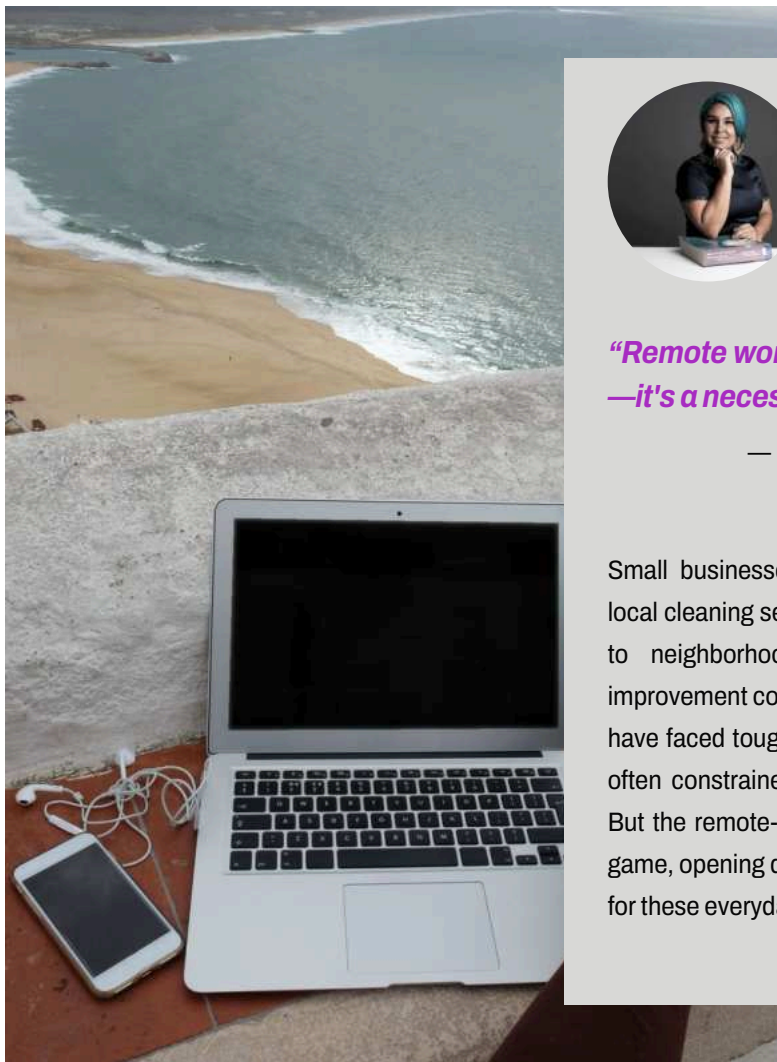
Ana Grama

Editor & Marketing Manager, GetNuva



UNSTOPPABLE GROWTH STARTS REMOTELY

GLOBAL MARKETPLACE



by Adriana Arellano

*“Remote work is no longer a luxury or a trend
—it's a necessity for competitive survival.”*

— Darren Murph, Head of Remote at GitLab

Small businesses are the heartbeat of America, from local cleaning services and boutique marketing agencies to neighborhood law firms and family-run home improvement companies. Traditionally, these enterprises have faced tough competition within their local markets, often constrained by limited resources and geography. But the remote-first business revolution is changing the game, opening doors to opportunities once unimaginable for these everyday entrepreneurs.





“Digital tools are not just analytical—they're the gateway to new customers, markets, and growth.”

Today's powerful yet accessible digital tools aren't just analytical—they also offer practical ways to expand a small business's customer base. Home improvement specialists can now hold virtual consultations via Zoom or conduct live product demonstrations through Facebook Live, effectively reaching potential clients in distant areas without significant upfront costs. Meanwhile, boutique marketing firms can showcase their expertise globally on platforms like Upwork or Fiverr, attracting clients far beyond their local footprint and significantly enhancing their market reputation.

But expanding your customer base is just one advantage. Remote-first strategies also empower small businesses to quickly and affordably scale their teams with top-tier global talent. Platforms such as GetNuva connect businesses with skilled professionals on-demand, enabling a small home improvement firm to rapidly onboard a digital marketing expert or a local law practice to bring in a remote technology specialist to upgrade their client management system. This agility translates directly into greater operational efficiency and competitive edge.



Discovering Hidden Demand Through Remote Tools

A small cleaning company in Ohio used Google Trends to spot a surge in interest for eco-friendly cleaning services across neighboring states. By aligning their marketing with this insight, they expanded far beyond their original market with minimal investment. Meanwhile, a boutique law firm in Texas identified a growing demand for virtual legal consultations through Ahrefs and SpyFu. Without opening a single new office, they unlocked new revenue streams by offering online services nationwide. These examples show how data-driven tools and remote strategies are enabling small businesses to seize opportunities that were once out of reach.





Structuring Your Remote Team for Success

Successfully leveraging remote-first strategies also means structuring effective remote teams. Rather than simply dealing with daily emergencies, small businesses should create deliberate spaces for meaningful strategic discussions. Tools like Trello or Notion help teams coordinate smoothly, clearly outlining tasks and timelines to avoid confusion and chaos. Even brief weekly meetings dedicated specifically to discussing processes and strategic alignment can vastly improve team communication and reduce day-to-day frustrations.

Investing in continuous learning via affordable online platforms such as Coursera or Udemy ensures your remote teams remain up-to-date with the latest skills and industry insights. Coupled with consistent, tailored digital branding across platforms, small businesses can build a powerful presence that resonates both locally and internationally.

In a world increasingly defined by digital interaction, adopting remote-first strategies isn't just about surviving—it's about thriving. Small businesses that embrace this approach are discovering unprecedented opportunities, transforming from purely local ventures into dynamic, competitive players on a global stage. The future belongs to businesses that leverage remote-first strategies to tap into wider markets, attract global talent, and continuously innovate.

Take the leap—your business's global potential starts with adopting a remote-first strategy today.



United States of America (USA)

The World's Largest Referral Networking Organization

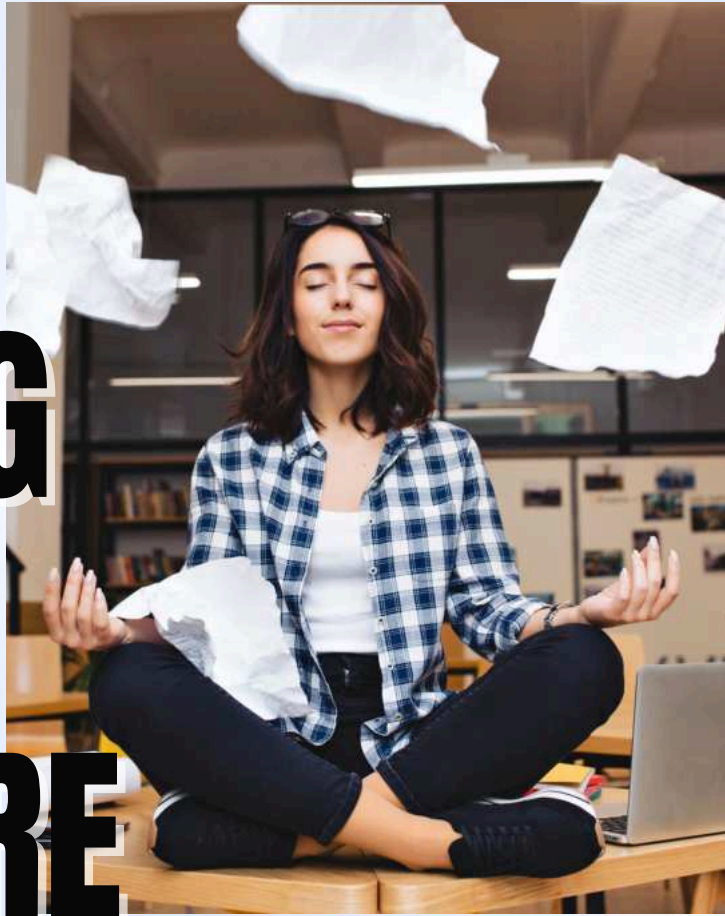
Formed in January 1985, BNi is the largest and most successful business networking organisation in the world, helping businesses from 70+ countries across more than 11K+ chapters scale their business.

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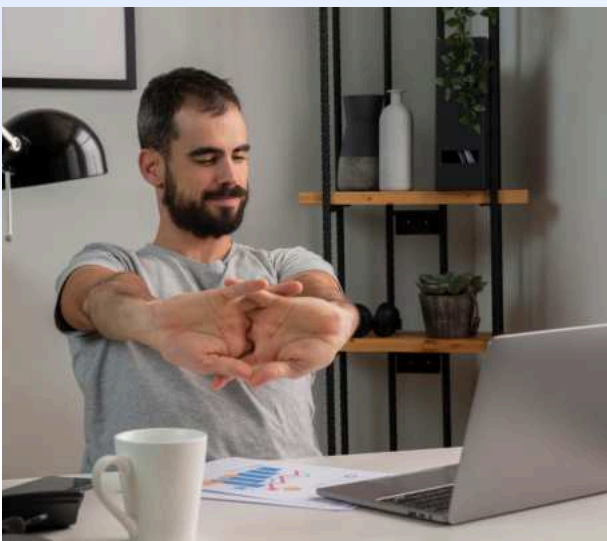
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THRIVING UNDER PRESSURE



A HOLISTIC APPROACH TO ENTREPRENEURIAL HEALTH



by Ana Gama

Entrepreneurship demands extraordinary resilience and adaptability, whether you're navigating remote challenges or in-person complexities. While both remote and traditional office environments present unique stressors, the key to thriving remains universal—prioritizing physical and mental health to sustain long-term performance and creativity. Here's a fresh, data-driven, and practical exploration of how entrepreneurs can effectively manage stress, maintain productivity, and support overall well-being.

A Comparative Lens: Remote vs. In-Person Health Dynamics

Remote work has significantly shifted the wellness landscape. According to a Stanford University study, remote workers often experience fewer distractions and report a 13% increase in productivity, yet they face higher risks of isolation and burnout due to blurred boundaries. Conversely, in-person entrepreneurs might benefit from structured routines and clear work-life distinctions but frequently encounter stress from commuting and office politics (Stanford University, 2023).

Understanding these distinct dynamics enables entrepreneurs to craft effective health strategies tailored to their working environments.

Practical Physical Health Strategies

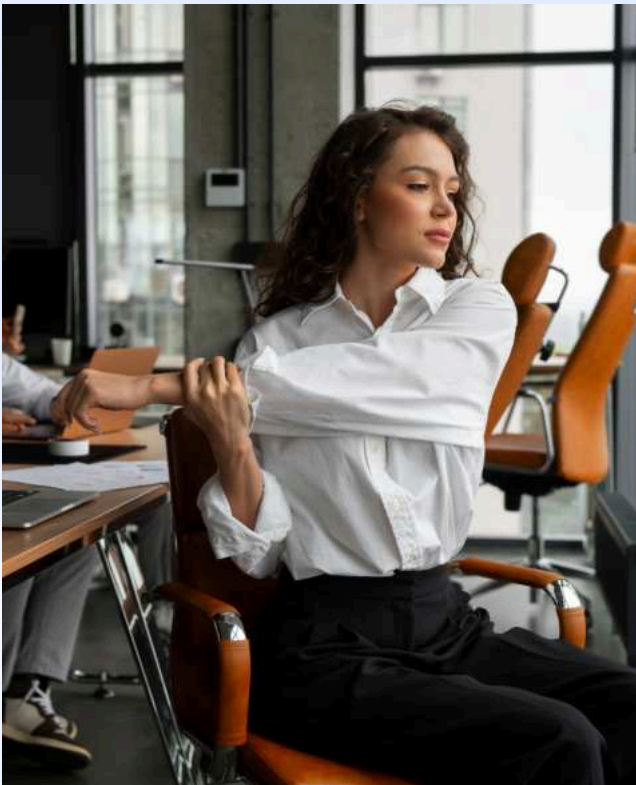
Entrepreneurs must anchor their day with intentional, actionable physical health practices:

Movement Breaks: Engage in short, frequent exercises, such as stretching, yoga, or brisk walks every 60-90 minutes to boost circulation and energy.

Nutrition: Prioritize balanced meals rich in fiber, proteins, and healthy fats to sustain energy levels and cognitive function throughout the day.

Hydration: Consistently hydrate, aiming for at least 2 liters of water daily to support cognitive clarity and physical stamina.

Sleep Hygiene: Implement a strict sleep routine—consistently going to bed and waking up at the same time—to enhance recovery and resilience.



Specific Mental Health Techniques

Mental resilience is essential for sustained entrepreneurial performance. Here are concrete practices to integrate:



Mindfulness Meditation

Dedicate 10-15 minutes daily to mindfulness practices using apps like Headspace or Calm to enhance focus and emotional regulation.



Gratitude Journaling

Write daily reflections on three specific aspects you're grateful for, significantly improving mood and reducing stress.



Structured Downtime

Clearly delineate "offline" periods in your calendar. For remote entrepreneurs, tools like Slack status updates and digital calendar blocks reinforce this downtime.



Peer Networks

Actively engage in entrepreneurial support groups or mastermind communities to mitigate isolation and facilitate shared problem-solving.

Technology as a Wellness Ally

While tech overload is a genuine concern, intentional tech use can significantly enhance well-being:

- Utilize productivity apps like Trello or Asana to organize tasks clearly and alleviate mental clutter.
- Apply digital detox tools such as Freedom or Forest to block distractions during critical productivity windows.
- Integrate wearable tech (e.g., Fitbit, Apple Watch) to monitor physical activity and sleep patterns objectively.

Authentic Connection Across Environments

Maintaining authentic connections is essential, regardless of your workspace:

- Schedule consistent social interactions, either virtually or in person, to counteract isolation and reinforce community ties.
- Engage in meaningful discussions, actively seeking feedback to foster deeper relationships and reduce feelings of detachment.

Investing in Professional Support

Proactive mental health investment is crucial. Consider regular therapy sessions, business coaching, or mentorship programs. According to Deloitte (2023), organizations prioritizing mental health see an average ROI of 5:1 from increased productivity and reduced absenteeism.

A Unified Approach to Wellness

Effective entrepreneurial leadership thrives on balanced physical and mental health, whether working remotely or in person. Implementing specific, actionable self-care strategies and leveraging technology smartly will not only mitigate stress but also enhance productivity and personal satisfaction. Ultimately, prioritizing holistic wellness ensures sustained entrepreneurial success, fostering resilience in any professional environment.

ORGANIZATIONS PRIORITIZING
MENTAL HEALTH SEE AN AVERAGE
ROI OF 5:1 FROM **INCREASED
PRODUCTIVITY AND REDUCED
ABSENTEEISM.**



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FROM CHAOS TO CLARITY

HOW JANE CESINO BUILT STABILITY AND SUCCESS THROUGH SMART DELEGATION

An Exclusive Interview by Fil Zeferino

Running a successful business often means navigating through periods of chaos and uncertainty. For Jane Cesino, owner of Star Maids, transforming chaos into clarity became her greatest achievement. Join us as Jane shares the inspiring journey of how she scaled Star Maids into a thriving business by embracing organization, networking, and the power of Virtual Assistants.

Fil Zeferino: Jane, thanks so much for joining me today! Could you start by telling us a little bit about yourself?

Jane Cesino: Thanks for having me, Fil! I'm Jane Cesino. I've been living in Maryland for 18 years, running Star Maids for 14 of those. I'm also a wife and a mother to two wonderful teenagers.



Fil: What prompted you to start Star Maids?

Jane: It all began during a tough winter in Maryland. My husband and I were dealing with unstable incomes because his landscaping job and my construction secretary job would slow down significantly. We needed stability, so we decided to try the cleaning industry since it required minimal investment and no specific qualifications. We quickly realized we loved seeing the transformation in the homes we cleaned, which motivated us to continue and grow the business.





Fil: Starting out must have been challenging. Can you describe some early struggles?

Jane: Oh yes, those early days were tough! My husband and I were literally doing it all. There were times we jokingly “divorced” multiple times a day over the stress! I’d spend entire weekends fixing equipment, organizing schedules with multiple paper calendars, and trying to manage finances without any real system. Our lives were complete chaos — we barely had time for our kids, church, or family activities. It felt like our business was running us, instead of the other way around.

Fil: What were some major milestones that shifted your trajectory?

Jane: Joining BNI, a networking group, was a turning point. Being part of that community for eight years helped me grow professionally and personally. Another massive milestone was joining Cleaning Business Fundamentals (CBF). Learning from Debbie Sardone in 2020 transformed my company. Plus, I gained a fantastic support system from the CBF community—The Tribe!

Fil: The Tribe is fantastic! I remember when we first spoke about Virtual Assistants (VAs). Initially, you were skeptical, right?

Jane: Absolutely! I had no clue how it would work, especially since my first experience hiring a VA was so challenging and time-consuming. I quickly realized I needed a better solution.

Fil: How did your perspective change after you finally integrated VAs into your team?

Jane: Hiring VAs was life-changing. My first VA has been with us for three years now, and she’s become our manager, handling operations even from Spain! With the right systems, a VA can manage essential roles. But hiring the second VA was another struggle, involving long hours of screening and training candidates. Thankfully, GetNuva stepped in, and the difference was night and day.

Fil: What made working with GetNuva stand out for you?

Jane: It was effortless! You and Kalita took the time to understand my business, eliminating the exhausting hiring process. My current VA, hired through GetNuva, has boosted our sales by 5.8% since joining us in December 2023. She’s a perfect fit!



Because of the support from my VAs, I co-founded Professional Cleaning Techniques (PCT), enabling other cleaning businesses to succeed.





Just give it a try! The skepticism is understandable, but VAs truly provide the freedom to scale and pursue new opportunities.



Fil: Incredible results! What advice would you offer other business owners who are hesitant about hiring a VA?

Jane: Just give it a try! The skepticism is understandable, but VAs truly provide the freedom to scale and pursue new opportunities. Because of the support from my VAs, I co-founded Professional Cleaning Techniques (PCT) with my partner Bela Silva, enabling other cleaning businesses to succeed.

Fil: And finally, what's next for Star Maids and PCT?

Jane: For Star Maids, I aim to become an absent owner, stepping back to let the business run smoothly without my daily involvement. With PCT, my goal is expansion—helping more companies effectively train their cleaning teams.

Fil: Jane, your journey from chaos to clarity is genuinely inspiring. Thanks for sharing your story with us today!

Jane: My pleasure, Fil. Thank you!





66,446 Patients Served



**1,400 Partnered
Cleaning Companies**



**\$21,087,374
Donated Cleanings**

Star Maids is proud to partner with Cleaning for a Reason, a nonprofit that provides free home cleaning to cancer patients across the U.S. and Canada. We offer two complimentary cleanings to those in active cancer treatment within our service area, because we believe a clean home supports healing—physically, mentally, and emotionally.



We're proud to announce that Star Maids has been recognized as a Top 100 Partner with Cleaning for a Reason—ranked at #27 nationwide!

This honor reflects our ongoing commitment to giving back to our community through compassionate, high-quality service.



**Join Us in Supporting Cancer Patients.
Get Involved with Cleaning for a Reason!**



From Task-Taker to Strategic Partner

INSIDE THE MIND OF A VIRTUAL ASSISTANT



by Diza Rose

A Virtual Assistant's day is not about waiting for instructions—it's a proactive, structured flow designed for impact.

Most VAs begin their mornings by reviewing task boards, checking follow-ups, and confirming priorities set by their clients. But what makes their workflow unique is not just the structure—it's the intentional rhythm. They time-block, anticipate, and adapt.

They don't simply "complete" tasks—they align them with business goals. Whether it's managing client appointments, updating service trackers, or communicating job schedules, VAs bring clarity and consistency to daily operations.



Productive VAs build in routines like morning check-ins, scheduled deep work blocks, and flexible buffers to handle unexpected needs—all while maintaining alignment with the client's overall direction.



Challenges and Triumphs

Even the most capable Virtual Assistants aren't immune to challenges. What sets the best apart isn't that they avoid problems—but how they rise through them. These are the most common struggles faced by VAs—and the powerful ways they turn friction into flow.

Common challenges include:

- 1 Lack of Clear Direction:** “Just handle it” sounds empowering, until there's no map.
 - **The Challenge:** Many VAs are hired into roles without full context—no onboarding, no structure, and no clear idea of what success looks like.
 - **The Triumph:** Top-performing VAs become systems-builders. They take initiative to organize scattered tasks into workflows, ask clarifying questions, and even help define roles that were never clearly outlined.
- 2 Unrealistic Expectations:** Always available. Never make mistakes. Handle it all—yesterday.
 - **The Challenge:** Some clients expect their VA to manage it all, without proper timelines or boundaries, leading to burnout and confusion.
 - **The Triumph:** Great VAs know how to manage up. They suggest timelines, set boundaries respectfully, and create structures (like task trackers and response SLAs) that make expectations visible and fair.



- 3 Emotional Labor:** Being the calm in someone else's chaos takes work.
 - **The Challenge:** VAs often become the go-between during customer complaints or company miscommunication. They carry the pressure to stay calm, polite, and helpful—even under fire.
 - **The Triumph:** They master emotional regulation and tone-mirroring. They de-escalate tension, use empathy as a tool, and build trust—even in difficult conversations.
- 4 Constantly Shifting Priorities**

“This is urgent!”... until something else becomes urgent 10 minutes later.

 - **The Challenge:** Priorities change fast—especially in growing businesses. VAs are often expected to pivot quickly, without losing focus or dropping tasks.
 - **The Triumph:** They adapt. They build dashboards, use color-coded systems, and develop flexible workflows that allow them to re-prioritize without missing a beat. Their calm under pressure becomes the business's stability.

VAs don't just “do tasks.” They solve problems while managing expectations, emotions, and uncertainty. Their real success lies in their ability to turn challenge into opportunity—and do it with grace.



Going Beyond Tasks

The real transformation happens when a VA is trusted not just to follow—but to lead.

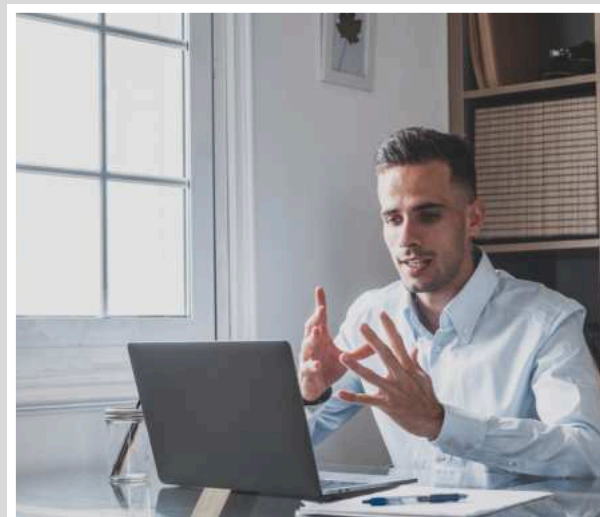
Some begin by organizing a scheduling tracker and end up redesigning it to avoid overlaps and reduce cancellations. Others gently suggest automation tools to simplify weekly follow-ups or propose new SOPs to improve service flow.

They don't wait to be told. They observe, reflect, and act.

Key Signs a VA is adding strategic value:

- They recommend—not just receive—task assignments.
- They offer solutions before problems escalate.
- They advocate for better processes that serve both business and clients.

This is the turning point—where they step into a partner role, becoming someone who strengthens the backbone of the business.



Advice to Entrepreneurs

When you bring a Virtual Assistant into your business, you're not just hiring support—you're welcoming in potential. And with the right approach, that potential turns into progress. Here are four deeply impactful ways to help your VA become a driving force in your business:

★ **Clarity isn't micromanagement:** "VAs aren't mind-readers—they're opportunity-makers. But only if you show them where you're headed."

Too often, business owners delegate without context. But VAs thrive when they understand your goals, your values, and your workflow preferences. From day one, share a simple welcome package: your company's mission, communication tools, login credentials, and a clear starting list of tasks. Give them the "why" behind a task, not just the "what." The more context they have, the better their decisions will be.

★ **Train First, Delegate Second:** "Invest time upfront, and save hours later."

Even the most experienced VA needs time to learn your systems. Show them how you do things before asking them to take over. Record how-to videos, explain your workflows, and give them a safe space to practice. When you teach well, you empower well.

Pro tip: Encourage your VA to document recurring tasks into SOPs. This creates consistency and future-proofs your business.

★ **Don't Just Assign—Ask for Ideas:** "Your VA sees your business from the inside out. Let them help shape it."

VAs are problem-solvers by nature. Many have improved workflows, managed client retention systems, or redesigned scheduling tools—just because they were given the space to suggest improvements. The best support happens when collaboration is mutual.

Try this: Ask, "What do you think we could improve?" You might be surprised how insightful the answers are.

★ **Talk Like You're on the Same Team—Because You Are:** "Daily check-ins aren't just updates—they're trust builders."

Strong communication turns a good VA into a long-term partner. A quick daily message or 15-minute weekly call can surface wins, blockers, and even personal connection. When a VA feels seen, they show up with more energy, ownership, and heart.

Guided questions work wonders:

- "What went really well this week?"
- "Is anything slowing you down?"
- "What would help you do this better?"

Virtual Assistants are not "extra hands."

They are the heartbeat of many remote-first businesses—steady, smart, and deeply invested in the work they support.

When you see them not just as helpers but as partners, something shifts. Your business stops surviving. It starts scaling—with purpose, clarity, and a whole lot of soul.

They're there to help you grow.

Let them.



CBF'S PROVEN SYSTEM



BUILDING MILLION-DOLLAR CLEANING BUSINESSES

Cleaning Business Fundamentals (CBF) stands apart as the premier coaching program specifically tailored for cleaning entrepreneurs aiming to achieve both financial success and personal freedom. At its core is Debbie Sardone, famously known as "The Maid Coach," whose innovative strategies and unwavering dedication have propelled numerous cleaning businesses toward unprecedented growth and sustainability. Beyond her coaching endeavors, Debbie's remarkable impact extends through her nonprofit "Cleaning for a Reason," supporting thousands of families battling cancer.

Among the many lives touched by Debbie and CBF is Jen Rodgers, whose journey epitomizes the transformative potential of this specialized coaching program.



FROM BURNOUT TO BREAKTHROUGH: JEN RODGERS' INSPIRING JOURNEY

After seven and a half exhausting years managing Just Peachy Clean LLC, Jen Rodgers felt she had reached her breaking point. Balancing the stress of daily operations, managing technicians, addressing endless customer complaints, and chasing payments—on top of raising two kids—left Jen on the brink of quitting. But then, she discovered CBF.

Initially hesitant but encouraged by a friend's glowing recommendation and a reassuring 14-day money-back guarantee, Jen decided to explore CBF further. Just six days into the program, attending her first CBF retreat marked a pivotal moment. Realizing her business's untapped potential, Jen committed to transforming Just Peachy Clean using CBF's strategic systems and hands-on coaching.

"Before CBF, I was running my business in survival mode. Without a business background or formal education, I was lost. CBF didn't just provide the tools—it showed me how to build a sustainable, profitable business. It was an answered prayer."



RESULTS THAT SPEAK VOLUMES

Within three months, Jen witnessed extraordinary results:

- Monthly revenue surged from \$18,000 to an impressive \$32,000.
- Within three years, Just Peachy Clean scaled dramatically, generating \$87,000 per month and officially becoming a million-dollar business.
- Implementing CBF's frameworks and tools provided Jen with lifetime resources to continually expand her business.

PERSONAL AND PROFESSIONAL FREEDOM:

The transformation went beyond financial metrics. Jen experienced profound personal shifts:

- Her business evolved to function independently, granting her the invaluable gift of time freedom.
- Stressful family trips, previously limited and hard to schedule, became enjoyable and more frequent, increasing from once annually to two or three times a year, along with regular trips to CBF events.
- Jen found camaraderie and support within a thriving community of fellow cleaning entrepreneurs, building lifelong friendships and professional connections.

JEN'S INSIGHTS FOR ENTREPRENEURS:

Reflecting on her journey, Jen shares, "Before CBF, I was running my business in survival mode. Without a business background or formal education, I was lost. CBF didn't just provide the tools—it showed me how to build a sustainable, profitable business. It was an answered prayer."

Jen Rodgers' success underscores the power of targeted, industry-specific coaching. Her story exemplifies how CBF can elevate cleaning business owners from burnout to breakthrough, paving the way for sustainable growth and fulfilling personal lives.



DISCOVER THE POWER OF CBF

Cleaning Business Fundamentals (CBF) is the premier coaching program created specifically for residential cleaning business owners who are ready to grow strategically and sustainably. Built by industry expert Debbie Sardone, CBF equips you with the exact systems, tools, and leadership training you need to stop cleaning homes yourself and start running a profitable, mop-free business.

WHY CBF WORKS

- ✓ **Structured Systems** – Streamline your operations with proven templates, checklists, and workflows designed for cleaning businesses.
- ✓ **Hiring & Retention** – Learn how to attract top-tier talent and keep them long-term.
- ✓ **Pricing Strategies** – Master premium pricing techniques to increase revenue without increasing your workload.
- ✓ **Leadership Development** – Transition from technician to CEO with confidence and clarity.
- ✓ **Community Support** – Join a thriving network of like-minded entrepreneurs committed to growth.



SPEAK WITH A CBF PROGRAM SPECIALIST

Every cleaning business is different, and CBF understands that. That's why we offer free 1-on-1 conversations with our CBF specialists. Whether you're struggling with hiring, systems, profitability, or time management, we'll connect you with the right expert who can help guide your next steps.

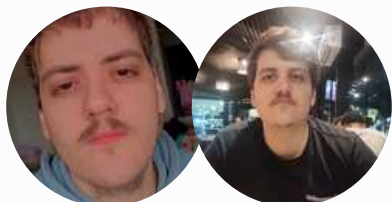
- ◆◆ Connect with the specialist who can help you based on where you are in your business right now.
- ◆◆ Get expert insights into your implementation priorities based on your specific pain points and goals.
- ◆◆ Walk away with a moving-forward plan that's right for you.

SPEAK WITH A CBF PROGRAM SPECIALIST

Schedule a personalized session at explorecbf.com and meet the expert who can help you break through to the next level.



TRANSFORMING BUSINESSES THROUGH SMART AUTOMATION



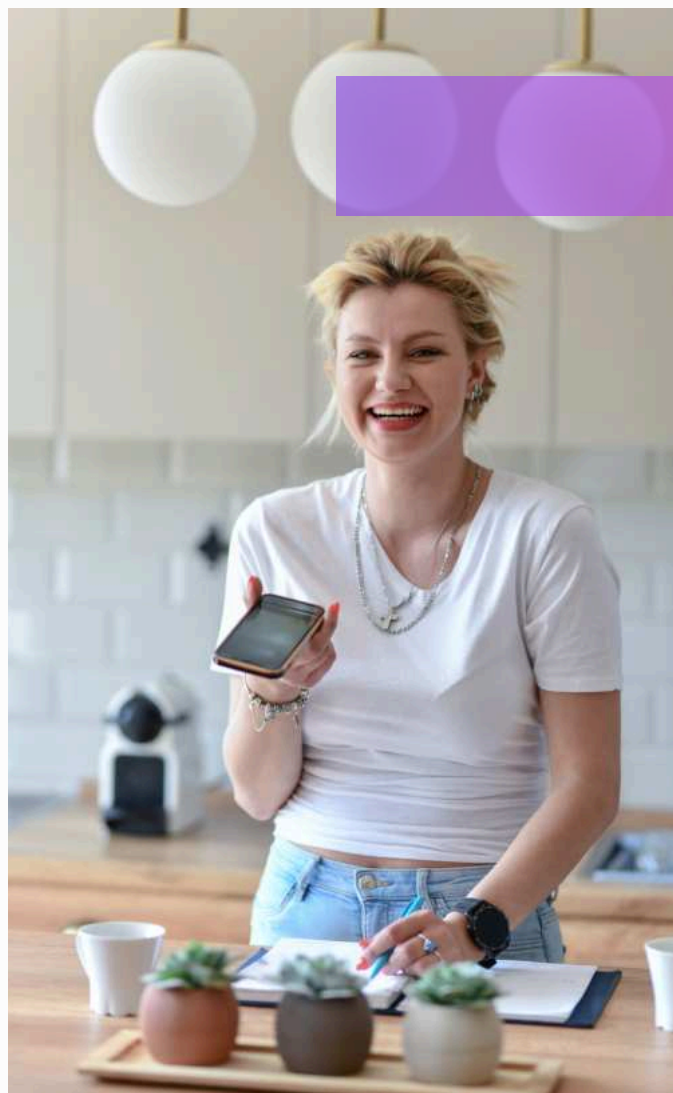
by Guilherme and Gustavo Zeferino

A STRATEGIC SHIFT IN BUSINESS OPERATIONS

In an increasingly competitive and rapidly evolving market, businesses across all sectors are continuously seeking innovative solutions to enhance efficiency, cut operational costs, and significantly boost customer satisfaction. Automation, once considered a supplementary tool, has now become an essential component of modern business strategy, fundamentally transforming the way organizations manage their marketing, sales, and customer support operations.

DRIVING MARKETING SUCCESS

Through comprehensive and detailed case studies, we've found compelling evidence that businesses successfully implementing automation report substantial improvements in productivity, operational fluidity, and robust revenue growth. Automated marketing campaigns, for instance, have revolutionized customer interaction by delivering personalized content at scale, leading to considerably higher engagement rates, improved customer retention, and increased conversion metrics. Marketers no longer spend countless hours manually segmenting audiences and sending out communications; instead, they leverage intelligent tools that effortlessly analyze data and adjust campaigns in real-time to achieve optimal outcomes.

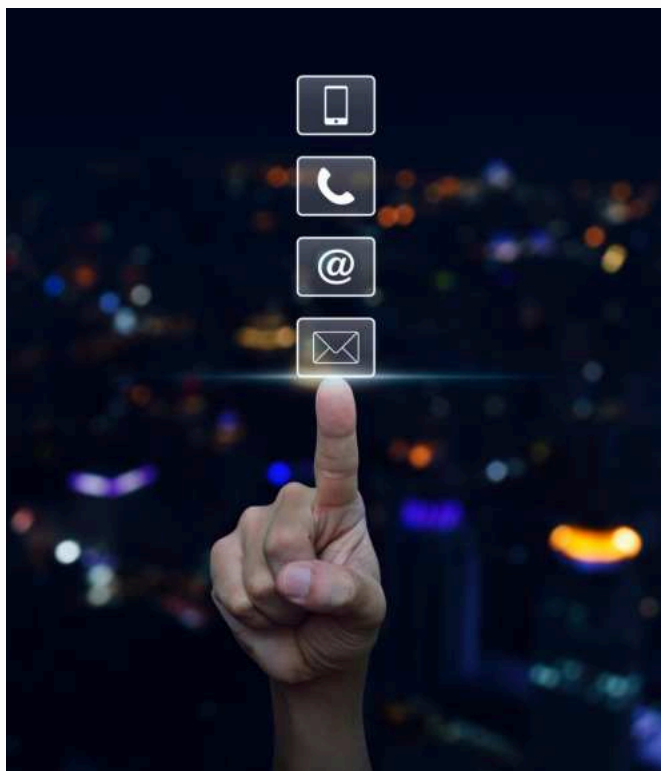


Artificial Intelligence (AI)-powered chatbots, intuitive self-service platforms, and automated ticketing systems have become indispensable tools for modern customer support teams.



ENHANCING CUSTOMER SUPPORT EXPERIENCES

Similarly, automation in customer support is reshaping the customer experience landscape. Artificial Intelligence (AI)-powered chatbots, intuitive self-service platforms, and automated ticketing systems have become indispensable tools for modern customer support teams. These automated solutions ensure swift, accurate, and consistent responses, dramatically improving customer satisfaction and loyalty. Companies that leverage these technologies effectively can handle higher volumes of customer inquiries without compromising quality, thus maintaining a competitive edge in customer experience.



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BEYOND AUTOMATION: EMPOWERING TEAMS

Companies mastering automation go beyond mere optimization of internal processes; they strategically position themselves ahead of their competitors. Embracing automation does not imply replacing the human workforce; instead, it enhances human capabilities. Automation empowers teams by handling repetitive, time-consuming tasks, thereby allowing professionals to focus their attention and creativity on high-impact activities such as innovation, strategic planning, and nurturing meaningful customer relationships.

SECURING YOUR COMPETITIVE ADVANTAGE

The future belongs to businesses that recognize and harness the transformative power of automation. Organizations that proactively invest in developing automation competencies will not only realize immediate benefits but will also secure their market position for years to come.

Explore the transformative potential of automation mastery and set your business on a trajectory of sustained growth, innovation, and success.

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QUIZ!

WHAT'S YOUR REMOTE WORK PERSONALITY?

Ever wondered why some remote days feel amazing while others drag on? Your unique remote work personality might hold the answer! Take this quick, fun quiz and discover how to unlock your ultimate remote productivity and joy.

1. WHEN STARTING YOUR REMOTE WORKDAY, YOU PREFER:

- A) Jumping straight into tasks from your bed
- B) A structured morning routine (coffee, planning, then work!)
- C) Checking emails or messages first thing
- D) Briefly connecting socially with your team online

2. YOUR IDEAL WORKSPACE IS:

- A) Anywhere comfy—sofa or bed included!
- B) A dedicated home office space
- C) A quiet café or coworking space
- D) An energetic environment with occasional virtual meetups

3. WHEN IT COMES TO COMMUNICATION, YOU:

- A) Love asynchronous tools—email and messaging apps
- B) Prefer scheduled video calls
- C) Appreciate quick, spontaneous check-ins
- D) Enjoy virtual hangouts and social chats

4. YOUR PRODUCTIVITY PEAKS WHEN YOU:

- A) Can work at your own pace without interruptions
- B) Follow a clearly defined schedule
- C) Collaborate in short bursts throughout the day
- D) Balance focused tasks with social breaks

5. YOUR BIGGEST REMOTE WORK CHALLENGE IS:

- A) Staying motivated without direct supervision
- B) Overworking due to blurred boundaries
- C) Managing distractions from notifications
- D) Feeling isolated from your team

6. HOW DO YOU PREFER TO ORGANIZE YOUR TASKS?

- A) I keep mental notes, minimal lists
- B) Digital planners or task management apps
- C) Quick daily to-do lists on paper
- D) Collaborative team task boards

7. HOW OFTEN DO YOU TAKE BREAKS DURING YOUR WORKDAY?

- A) Whenever I feel like it—no fixed schedule
- B) At scheduled intervals for consistency
- C) Quick, frequent short breaks
- D) Breaks during team social interactions

8. YOUR GO-TO METHOD FOR STAYING FOCUSED IS:

- A) Listening to music or ambient sounds
- B) Maintaining a clear workspace and schedule
- C) Setting short-term productivity goals
- D) Regularly checking in with teammates

9. HOW DO YOU END YOUR REMOTE WORKDAY?

- A) Whenever tasks are done, even if irregular
- B) At a set time daily, logging off completely
- C) Reviewing the day's achievements briefly
- D) Chatting informally with colleagues

10. WHAT BOOSTS YOUR MOOD DURING REMOTE WORK?

- A) Personal comfort—favorite snacks or cozy clothes
- B) Checking off tasks from a well-organized list
- C) Quick, friendly conversations during the day
- D) Team celebrations and virtual events

RESULTS



MOSTLY A'S: THE COMFORT SEEKER

You thrive when working comfortably and autonomously. Embrace tools like asynchronous communication platforms to maintain flexibility. Tip: occasionally shift locations for fresh inspiration.



MOSTLY B'S: THE STRUCTURED STRATEGIST

You excel with clear routines and a dedicated workspace. Leverage planners and scheduling apps to maximize your efficiency. Remember to schedule downtime to prevent burnout!



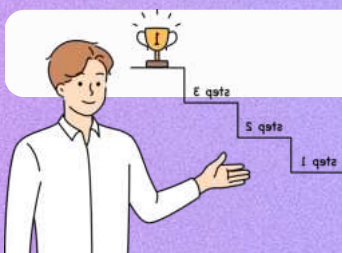
MOSTLY C'S: THE AGILE COLLABORATOR

You flourish in dynamic environments with frequent interactions. Keep your energy high with productivity sprints and regular breaks. Balance is key—mute notifications when deep work is needed.



MOSTLY D'S: THE SOCIAL BUTTERFLY

You love remote work but need regular team interactions. Incorporate virtual coffee breaks or team activities into your day. Staying connected fuels your creativity and happiness.



MIXED ANSWERS: THE VERSATILE VIRTUOSO

You adapt easily across styles, making you incredibly resilient. Mix and match routines depending on your daily goals. Embrace this flexibility as your superpower!



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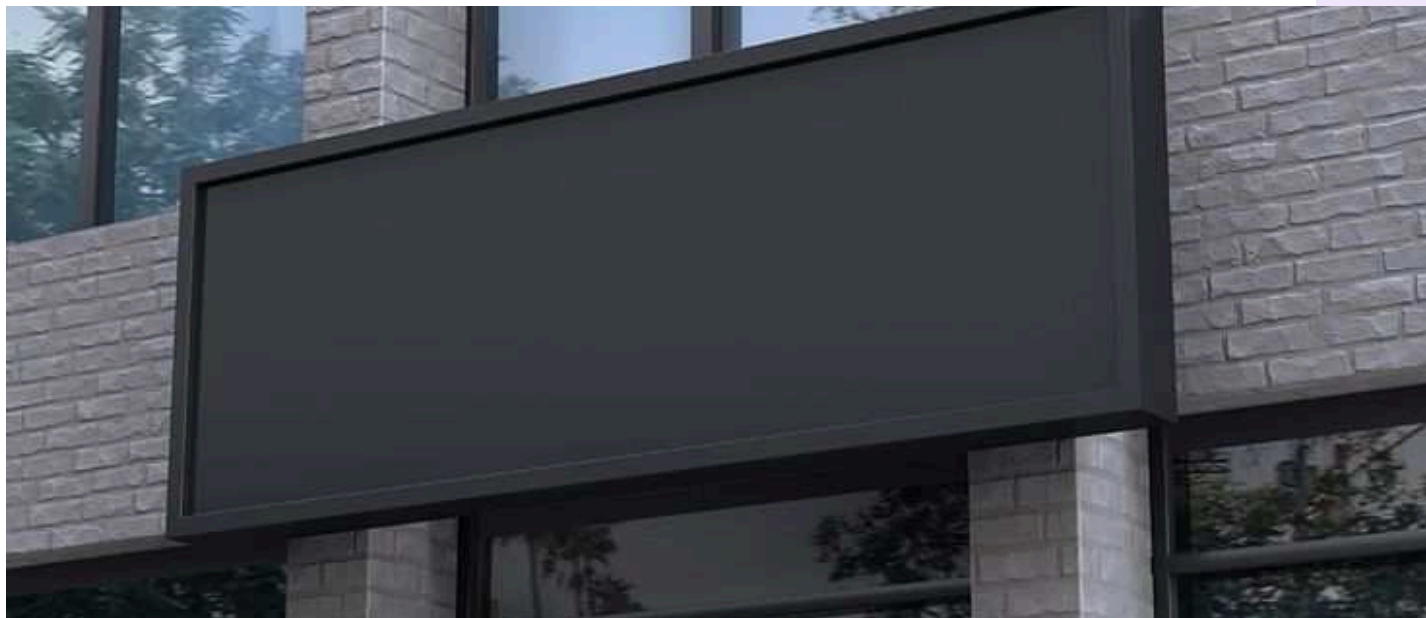
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BRANDING BEYOND THE LOGO

How entrepreneurs can build a brand that sticks



by Zózimo Soares

When most people think about branding, their minds go straight to logos, colors, and fonts. But for today's entrepreneurs, real branding goes much deeper. It's not just how your business looks — it's how it feels, speaks, and shows up in your customer's life. If you want to build a brand that truly sticks, you need to start with the foundation.

Branding Essentials for Entrepreneurs

Before you pick a logo or choose your color palette, get clear on these four core elements:



1. Purpose: What drives your business beyond profit? What change do you want to make in the world or in your customer's life? A clear purpose gives your brand meaning and helps you attract like-minded people.



2. Values: These are your non-negotiables — the principles that guide your decisions and shape your culture. When customers see you living out your values, they'll trust you more.



3. Voice: Think of your brand voice like your personality. Is it playful? Professional? Bold? Consistent tone builds familiarity and strengthens connection across every touchpoint — from your website to your DMs.



4. Experience: Every moment someone interacts with your business is a chance to deliver on your brand promise. Think about how your brand shows up at every stage of the customer journey — not just the sale.

The Power of Storytelling in Branding

People remember stories more than facts. That's why storytelling is one of the most powerful tools you can use as an entrepreneur. Your brand story helps people understand who you are, what you care about, and why they should trust you.

Don't overthink it. You don't need a Hollywood plotline. Start with your "why." What led you to start this business? What problem were you trying to solve? Share moments of challenge, growth, and even failure — the real, human stuff that makes your story relatable.

Example: Think of how Patagonia built its brand story around environmental activism. Customers don't just buy jackets — they buy into a mission.

Consistency Builds Loyalty

Your brand isn't what you say it is — it's what people say about you when you're not in the room. And that's shaped by the consistency of your brand experience.

Make sure your visuals, messaging, tone, and service are aligned no matter where or how your audience interacts with you — on your site, in your emails, through social media, or even after a purchase.

Pro Tip: Create a simple brand guide for your business with key do's and don'ts for tone, design, and messaging. Share it with any collaborators or freelancers you work with.



Emily Weiss speaks onstage during TechCrunch Disrupt NY 2017

Real-World Branding Lessons from Entrepreneurship

Let's take a look at a few standout examples of entrepreneurs who built sticky, memorable brands:



GLOSSIER

Emily Weiss built more than a skincare line — she created a community-first brand that felt like a conversation with your cool best friend. Her tone, visuals, and customer interactions are completely aligned.



GYMSHARK

What started as a fitness apparel brand grew into a lifestyle movement thanks to a strong voice and digital community. Consistent influencer marketing and authentic storytelling helped them scale fast.



TOMS SHOES

Their "One for One" model wasn't just a clever marketing line — it was the heartbeat of their brand. The company led with purpose and made giving part of the customer journey.



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Final Thoughts

Strong branding is one of the most valuable assets an entrepreneur can build — and it goes way beyond your logo. By leading with purpose, telling a story, and creating a consistent experience, you'll earn trust, build loyalty, and stand out in a crowded market.

Revisit your brand elements regularly to make sure they still align with your mission and your market.

Ready to build a brand that sticks?

Start with your purpose, lead with empathy, and show up with consistency. The rest will follow.

Branding is not a one-time task. It evolves as your business grows.

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