

The solo-preneur's dilemma



IN-18 LLC is proud to support the community through Finer Life Golf Foundation, Inc., we are grateful for our clients who chose to give back at the event. Thank You. Meet Taylor, one of the young golfers who joined the Finer Life Golf Summer program 2 years ago and now is a student with First Tee. These are the outcomes we are excited to help advance as corporate sponsors, creating a path to golf.

[Join the Finer Life Golf mailing list](#) to stay up to date with events and activities.

One of the biggest challenges many solo-preneurs face is the need to do everything. From marketing, accounting, public relations, sales, operations, business development, quality control, every task is your responsibility including delivering the product or service. Business leadership books focus on how to spend your time as a business owner, but none address the altruistic founder's dilemma, the personal desire to give back.

Which raises a question, is it realistic to give back to the community, WHILE building your business? With the right team in place, anything may be possible but not if you are a solo-preneur, not if you want to be the best, and not if you are the sole decision maker. There is a saying that the grass grows where it is watered. Your business (or your family, or your hobby) needs your attention and care, what can you do?

Find assistance and make it a worthwhile exchange for their time.

Working on the business, instead of in the business, the dilemma of solo-preneurs
We asked LJ, "A few months ago I wanted to shift the perspective of the newsletter to be forward looking instead of a review of past events, but I couldn't make it work. I was helping the nonprofit more than my own firm. It was a reality check for me, if I have no business, there won't be anything to give. With a very lean team of one, I relied on the board to lead the nonprofit and focused on our business development strategy and it took time to get clarity and momentum. We onboarded Summer Youth Employment interns from the Department of Youth and Community Development and after training, they provided some of the assistance I needed to focus on the high value tasks, instead of being in the weeds."

[Follow us on social and meet the team.](#)

UPCOMING EVENTS

Any Given Monday with Alexis King



Join LJ on LinkedIn Live on Monday, August 5th, at 10AM with guest Alexis King where we will discuss the power of transferrable skills, nonprofit engagement and strategic career growth. Alexis King, MBA is a professional speaker, career coach and consultant. She has over 20 years of experience working at fortune 500 companies and in the tech industry and is a Certified Professional in Talent Development (CPTD). Alexis owns & operates a thriving Real Estate business, and is the Board Chair of a Non-Profit organization called PowerPlay NYC.

[Register for 8/5 on LinkedIn](#)

Be sure to save the date for the following episode on August 19th

August Golf Opportunity



Join Sheenah Pegeron and LJ Finney for a full service session on business and golf. Step out of the office and into your executive role with mid-day golf.

Wednesday 8/28 from 9am - 1pm

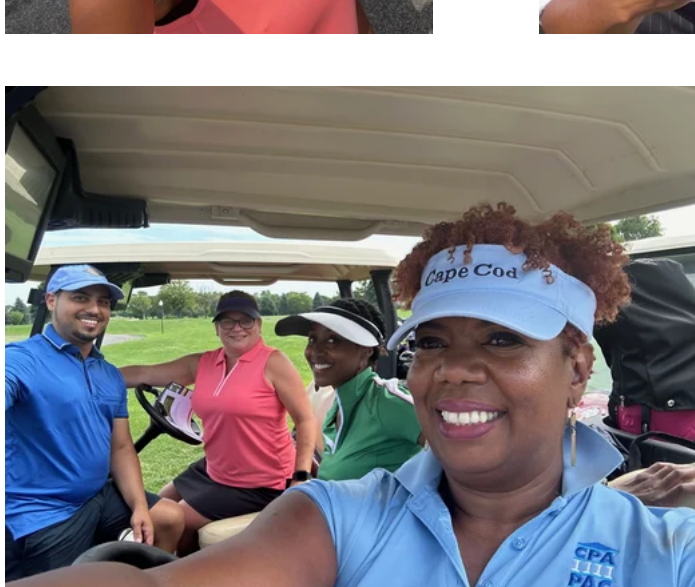
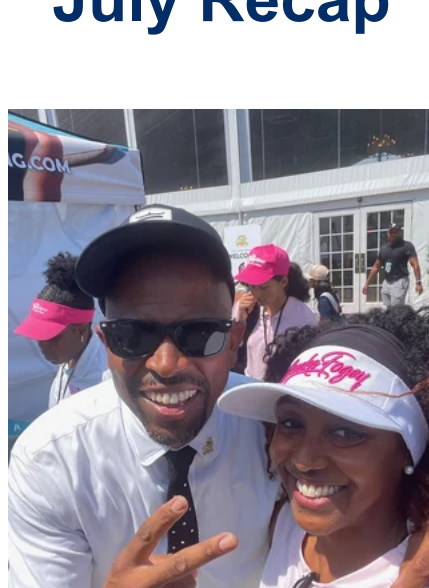
For a sport that was created for men, it is time for us women to make OUR presence be known on the course. We Novas Golf is hosting the "All About Women's Golf Outing/Clinic Experience.": All level of golfers are welcome to join. Beginner golfers will participate in the clinic portion of the event while experienced golfers will play the course at the normal pace of play. Join us for a fun filled day that will begin with a light breakfast and a Meet and Greet" with LJ Finney-CEO of IN-18 LLC. Event will include raffles, longest drive, and a putting contest.

Golf carts, putting green access, pavillion access included. Ages 18+ only.

All merchandise, vendors, and promotional items are from women-owned businesses.

[Click to Register, Limited Space Available.](#)

July Recap



We spent most of July networking at the golf course. Thank you to everyone that invited IN-18 LLC to play at your event or be your favorite female foursome. From the 25th Anniversary of the Original Tee Golf Classic, to the NYSSCPA's 9 & Dine, to 100 Black Men of NY's annual outing at Ardsley, to Foundation Fighting Blindness 1st outing at Fairview Country Club, we made an impact and build community all around.

When coaching clients, our three areas of focus are **1. mindset 2.golf awareness 3. confidence**. The benefit of receiving instruction and coaching from LJ, a personalized action plan from tee to green. We help our clients network and connect with new people at the golf course.

Congratulations to our IN-18 community builder on your promotion to CFO!

Let golf be your key to the C-Suite.



We coach leaders on transferrable skills

This month our intern Anna Cui published two articles on LinkedIn, join our newsletter and hear more about the work we do on and off the course. If you have an interest in the Green Economy and want to learn more, this is the future of work.

- **Empowering Workforce Transformation: How IN-18's Supports the Green Economy**
- **Bridging Borders: Mastering Cross-Cultural Skills for Success in a Global Marketplace**

Subscribe on LinkedIn

COMING IN 2025:

Social Impact x Tech Miami



Join us for an intimate salon-style event in Miami in April 7-9, 2025, bringing together women and BIPOC communities to understand the economic impact and next steps to thrive in the Green Economy also known as Sustainable Energy.

We have seen enough to know this conversation is already happening, are you informed and participating? Through engaging panel discussions, interactive workshops, and networking sessions, participants will understand their individual and collective role in the well-funded and ever-present energy sector. As society evolves, more energy is needed.

[Let Us Know If YOU Want to Attend](#)

Feel free to share this newsletter with colleagues and on social media (@in18llc).