



## **Structure M Shares Humbling Story on How They Really Got Started**

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StructureM, a company based in Broken Arrow, OK, has shared through a video on its website a humbling story of the company roots and how they really got started. In the video, CEO Will Watrous relates how many years ago, while he was involved in marketing for a non-profit organization, a friend who owned an auto repair shop requested for his help. His friend's business was really in trouble and although he had never faced such a difficult situation before, he wanted to help his friend even if he had to provide his services for free. More about this can be gleaned from <https://www.structurem.com/about>.

Will Watrous helped his friend because he felt that he really is a good businessperson who provides great service. And the auto repair shop began to thrive and his friend suggested that he should start paying him for his services. Not only did his friend start to pay him a small fee each month but he also began referring other people to him. It turned out that his friend knew a large number of people in the community and Will started to get a lot of phone calls from business owners who also wanted him to do for them what he did for his friend.

"And that's how StructureM really got started," explains Will Watrous. "We saw someone who needed help and we wanted to jump in and do something about it. You know, so many business owners and

entrepreneurs are so stressed out because they have so much to do and not enough time to do it. And so, we built StructureM to come alongside them and take a whole bunch of stuff off their plate so they can focus on their company, on their team, and growing, and not have to worry about their lead flow, their marketing, and their sales. And that's our passion - to help small businesses thrive. And we really hope that we have the opportunity to serve you as well.?

StructureM is currently focused on providing help to contractors and franchisors to enable them to develop a more durable company in a number of ways, such as through: the Growth Index, execution, and reporting. The Growth Index can be utilized as a tool that can show to the business owners the steps that they will have to take in order to accelerate their growth. It can also be used as a guide on how to properly use the company's funds and team's time in order to have the best possible ROI. Those interested in learning more about StructureM can visit their Facebook page at <https://www.facebook.com/StructureM>.

Meanwhile, execution means ensuring that things are being done correctly. Business leaders have to ensure that their team members are working passionately each day to conform with the established growth plan. By following this strategy, business owners will be able to see much more improvement in their business in just a matter of weeks than they have likely seen in years.

And with proper reporting, business owners are always on top of what is going on in the business. This involves the use of real-time dashboards, detailed monthly reports, and regular discussions with their Account Strategist, allowing them to be well informed on those things that matter the most.

Established approximately 10 years ago, StructureM has made it its mission right from the start to help small business owners increase their revenue and be able to thrive even during tough times. At present, they have been instrumental in assisting over 200 business owners and marketing managers since they started. They are always committed to helping business owners and marketing managers finally stop wasting their time and money on ineffective marketing that but instead, boost their revenue by 15 to 50 percent each year, whether the market is currently good or bad.

Those who would like to know more about the services provided by StructureM can visit their website at <https://www.structurem.com/>, or contact them through the telephone or via email. They are open from 8:00 am to 5:00 pm, from Monday to Friday.

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For more information about StructureM, contact the company here: StructureMHilary Leal(918) 994-0686hilary@structurem.com 2412 W Detroit St Broken Arrow, OK 74012

## StructureM

*For the past 10 years, StructureM has helped over 200 business owners and marketing managers stop wasting time and money on marketing, and instead, increase revenue 15-50% per year.*

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