



Mary Ann Wildwood & Dr. Jacquelyn Muniz– Illinois SBDC at SIU-Carbondale

“When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us.”

— **Alexander Graham Bell**

Southern Illinois has always been a region of strong work ethic and loyalty to each other as neighbors, friends, and co-workers. Never has this been more prevalent than in the past 11 months as Illinois has struggled with a budget impasse. Our region has been affected as much as any region in Illinois, however, through perseverance and devotion to our region, two businesses were able to overcome the hurdles that came their way and start their own practices.

Business 1: Mary Ann Wildwood, Licensed Clinical Social Worker

Business address/location: Milwood Executive Suites, 1400 Wood Rd., Murphysboro, IL 62966

Business phone number: 618-529-5229

Business website address: www.maryannwildwood.com



Principal(s): Mary Ann Wildwood

Email: wildwoodtherapy@gmail.com

Date opened: January 2016

Number of Employees: 1



Business 2: Dr. Jacquelyn Muniz, Psychiatrist

Business address/location: 315 S. 13th Street, Suite #2, Herrin, IL 62948

Business phone number: (P) 618-964-4255

Business website address: <http://www.jacquelynmunizpsyd.com/>



Principal(s): Dr. Jacquelyn Muniz

Email: munizjj@frontier.com

Date opened: December 2015

Date expanded: Estimated Summer 2016

Number of Employees: 2

The Tale of 2 Clients

Business 1: In this case, when one door closed, a lot of other doors opened for all the people the one door closed on. This is the story of one business ending, and multiple other businesses being born from it because the individuals were “forced” to venture out on their own and met that push with good results!

One of the two was Mary Ann Wildwood. Mary has been a clinical psychologist in southern Illinois for over 25 years. Mary Ann's holistic approach to health and wellness provides a unique experience in the health care field that can assist those that have struggled with mental and physical disorders for most of their lives. When the medical group that Mary was affiliated with closed, she decided it was time to go in business for herself. Mary wanted to focus on psychotherapy and using it to balance the body and the mind. This new opportunity both excited and scared Mary.

Mary's main concern was how to market her company, her services, and most importantly, the way she did things...her philosophy of holistic well-being. Mary, who didn't come from a business background, knew very little about how to operate or market a business. This lack of knowledge and experience was very intimidating for Mary. Mary had been told about getting no-cost business start-up assistance from the SBDC by a friend of hers who is a Licensed Clinical Social Worker in the region who had also come to the SIU Center for help. Mary's comments:



"I could not have launched my startup company without the help I received from the SIU SBDC. I had no previous business experience and knew absolutely nothing about building a website, marketing, branding, or return on investment. I was fortunate enough to have been assigned to Mr. Jason Sigler, Small Business Specialist, who alleviated any fears I had. His expertise and suggestions have proven to be invaluable. Jason was very patient and explained the process as it evolved. Through this experience, I have developed many of the skills necessary to continue growing my business.

Private practice in the mental health field is very competitive, but I feel confident I won't get lost in the crowd because of the help I have received from SBDC. It is a great service to this area and is **essential** to contributing to the economic growth of Southern Illinois.

I will be forever grateful to Jason for the assistance and guidance I received from the SBDC and I am very excited about the direction in which my practice is going."

--Mary Ann Wildwood, Newly launched business owner

Jason Sigler, Mary Ann's Small Business Specialist at the SBDC, jumped in to help Mary with a digital presence for her new practice and a marketing strategy that would allow her to maximize the return of her investment. As most startups, Mary did not have the financial capital to invest in a large scale marketing campaign.

Developing a platform with a specific approach allowed Mary Ann's clients to find her but to more importantly begin to build a rapport with her before coming to her office. This "warm up" introduction worked well since many of the clients who would come to see Mary Ann are going through a difficult time in their lives. So helping to tailor the digital message and platform, based on breaking down those initial barriers, whether it's fear of the unknown, lack of knowledge, or inability to recognize the need for help, clients that are looking for support will build trust through the marketing and knowledge that Mary Ann is able to provide.

Now that Mary Ann had the approach working the way she wanted, it was time to get the message out to niche markets in southern Illinois. Through a Search Engine Optimization strategy that Jason helped her develop and by leveraging the analytical data that is generated by the visitors to her site, she is able to specifically target her message and offerings to her market, which better aligns her practice with her clients' needs.

Business 2: From the same industry and previous medical practice is Jacquelyn Muniz. Dr. Muniz (Jacki) came from the same medical practice that Mary Ann did when faced with the same fork in the road. Jacki's business model had the same need to be more efficient with her marketing budget; however, Jacki's business approach required a more directed approach with her digital campaign. Jacki was encouraged to come to the Illinois Small Business Development Center at SIU for assistance because she knew this wasn't something she had been trained how to do and she wanted to know how to do it herself.



"Launching a new business can feel overwhelming, especially when the ways to advertise and promote your business are rapidly changing. Jason Sigler's assistance through SBDC has been crucial in helping me launch my new practice and establish a presence on the web."

-- Dr. Jacquelyn Muniz, Newly launched business owner

The focus with Jacki's website was directly tied to referrals and to Inbound Marketing. Her business model is a bit tricky because it needs to attract more clients by providing the same services as large medical facilities, but with a one-on-one approach. Jacki's challenge was to develop a method for capturing warm leads from each of her marketing methods and then translating those into an individualized marketing message. This method of capturing information can now be used by small businesses, whereas it used to only be accessible to the largest firms.

Using the Behavior Analysis methods from Google Analytics, Jason assisted in developing a site that allows her to track how potential clients gather information from her site. This information can then be used to develop marketing campaigns that are pinpoint focused on just the materials that have attracted the most potential clients. Capturing the proper data is instrumental in capturing the proper clients!

With Google Analytics capturing the visitor data to her site, Dr. Muniz can now track where clients are coming to her from. With the demographic information captured through her website, Dr. Muniz can target specific regions with information that is pertinent to those clients, and further extend the efficacy of her marketing budget. A critical part of the SBDC counseling technique is to show the client what tools exist and how to use them best in conjunction with their business model in mind—and Jason's assistance with both clients did just that!