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Sourced. Solves Two of the Toughest Challenges for Business Owners: Lack of Time and Lack of Resources.

Interview with: Gabrielle Mills, CEO



Chrissy Strohmeyer - Gabrielle Mills
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CEO CFO: Ms. Mills, what was the vision when you started Sourced. and where are you today?

Ms. Mills: My mom, Chrissy, and I created the vision for Sourced. and we operate it together. We have always had a dream to help business owners, though in the beginning we did not really know how, so we went on an explorative journey to figure out how we could add value and truly serve business owners in our community. To do that, we found as many business

owners as we could - and of course took to the internet - and just asked them where they were being underserved and where they needed support. The concept of "back office services" came up out of that discovery phase.

We developed Sourced., which essentially has four verticals of back office support. The first service is content marketing (social media, email marketing, content writing, light video, light graphics, etc.) The second is accounting which is one of our most popular services. The third is office administrative support. And the fourth service is staffing. The first three categories that we provide are all fractional, so our clients can choose support based on their needs and frequencies. Because these services are fractional, we can meet them wherever they are, or they can always place somebody full time and we will staff people in that way.

We wanted to create a business that provided impactful, valuable support for businesses - meeting them where they are, helping them scale where they want to be, and not putting them into a box. That is how Sourced. came about, and our vision is to build our company to a national scale and support business owners around the country both onsite and virtually by giving them flexible options for them to be able to grow their business in a way that makes sense for them.

CEO CFO: Who is turning to you for services?

Ms. Mills: We are industry-agnostic, so we serve businesses of all shapes, sizes, and industries. We do have a couple of niches or things that rise to the top. We do a lot of work in construction, building, and trades. We love remodelers, contractors, home builders, etc. We are a really great fit for them.

We also work with a lot of business consultants, so people who go into businesses and identify their needs and where they need some support and we come in on the back end to be able to execute on whatever plan they put in place. We work with a lot of attorneys, accountants (accountants hire us to do their bookkeeping so they do not have to), and other

marketing companies for the same reason they turn to us to drive their content generation even they get to keep the strategy.

While those are a couple of more common industries we serve, we have supported a business in just about every category. We have worked with trucking companies, technology, healthcare, wedding companies, retail and all sorts of organizations.

CEOCFO: Do many companies appreciate the value of Sourced.'s offering many different services or do people sometimes want separate companies for separate functions?

Ms. Mills: Our clients love that we offer so many services under one roof, and overseen by one Account Manager. It makes it very easy for them. However, if they only want one service, that's fine too and we have plenty of clients who are happy with just one category of service.

CEOCFO: How do you reach out to potential clients?

Ms. Mills: We are very blessed that a lot of our business comes through word of mouth and referrals. We are a high relationship-driven company. Our marketing comes from going out and meeting business owners in the community, establishing a relationship with them, getting introduced to other business owners and our business grows from that word-of-mouth. We have been in business for four years so we have been very lucky to have a lot of clients that have been with us long term, so we get a lot of referrals from them and it grows organically that way.

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CEOCFO: According to your site, Sourced. helps business owners have time for family and time to relax. There seems to be an element of business coaching or making a company better in your approach. How do you get across the fact that Sourced. is more than the sum total of the services you offer?

Ms. Mills: We are more than just the services we provide. Our true value is giving back an entrepreneur's peace-of-mind and providing them with the time and space to focus on taking their business to the next level. That is our true value. Anyone can do social media. Anyone can do accounting. What we do best is walk alongside the owner, as the walk through all of the tough decisions, and help them as they scale up.

Educating our clients on how we are more than transactional services is infused in every area of our business and branding. From our sales process, to how our Account Managers are trained to work with our clients, and all the way down to our Specialist's onboarding when they first join our team. Providing this level of support is within everything we do.

And just in case our clients ever forget, we are always looking for new ways to serve. Often they will say something in passing and we realize we can help, and they will be surprised we are able to complete that task because we provide so many different services. That's where the magic is. We just solved a problem they didn't know we can solve. That's where we transform customers into lifetime clients.

CEOCFO: What has changed in your approach over the last four years?

Ms. Mills: We originally started our company as back office assistants. In the beginning, while we always had the Account Management role, we operated by matchmaking clients to people instead of structuring our business to have four distinct verticals that operate as their own business entities.

We have since learned more deeply what our clients need, and have gotten smarter on how we want to operate behind the scenes. Now, we operate Sourced. as four businesses under one umbrella - each with their own team, processes, documentation and standard operating procedures.

We have gotten very smart and intentional about how we provide our services to people that helped us maintain more quality control and had helped provide a greater sense of value to our clients than we did in the past.

CEO CFO: How are you able to adapt to clients changing needs?

Ms. Mills: Our business is very adaptable and we have constructed it that way on purpose. We know businesses are constantly changing, so we wanted to create a business that could adapt as our clients' needs changed. We can dial our services up and dial down our services as clients need more or less support. We are able to be very agile and fluid with what that business owner needs.

CEO CFO: Using Sourced. to do "God's work" and be an actionable supporter for those in need is important for you. How does that translate concretely?

Ms. Mills: We give 10% of our monthly profits to a local non-profit and we choose a new organization every year. That is just our first step for our charitable giving. As we grow our company to a national capacity, we want to provide support on a much larger scale. While we are not sure exactly what that means yet, we are 100% sure we always want to be giving back and using the growth of our business to pay it forward to those who do not have the same opportunities or those less fortunate as a way to express our gratitude for the blessings we have been given.

CEO CFO: Would you tell us about being recognized with the Best of Small Business Award?

Ms. Mills: Winning this award has been amazing. I think any entrepreneur can relate to the following statement: In entrepreneurship, the highs are super high and the lows are so low, and there is very little in the middle. Where you are in that cycle is different every day.

When we were awarded this award, it was a super, super high. We have been very fortunate to have won a few local awards from people or organizations that know Chrissy and me, but having this recognition from a blind, objective source and from people who did not know us personally, it has been incredible. To have others see the benefit and value of our business enough to give us recognition was huge and very validating that we are truly helping people in a way that leaves an impact. It was one of the best days.

CEO CFO: How will you continue to grow Sourced. into a national business?

Ms. Mills: We have a vision and we know business owners all over the country need our support - and they do not just need it in a virtual way. We excel in providing onsite support and we cannot do that without being local in lots of different cities. We want to take our concept and make it a franchise that is accessible to businesses in every major city so they can access our suite of services either via virtual or onsite support.

