

NorthShore Financial

Melanie Aikens and Molly Benson worked successfully with other firms in the financial advising business for a number of years. They decided they were ready to launch their own business and came to the MI-SBTDC at Alpena Community College for assistance. Working with MI-SBTDC Regional Director, Carl Bourdelais, Melanie and Molly developed a plan for their new venture. The experience that Melanie and Molly brought to their venture prepared them well to provide the broad array of financial services offered by their business. The MI-SBTDC provided direction on ownership structure and key marketing concepts such as developing a distinct brand image, carefully defining key target markets and even suggestions regarding office furnishings to create the appropriate image.

As a result of the hard work put forth by the MI-SBTDC, Melanie and Molly, NorthShore Financial has established a brand image by sponsoring numerous events and submitting regular financial editorials to the local newspaper. In addition, business growth is on schedule and continues to thrive, fueled by a strong word-of-mouth network from satisfied clients.



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Melanie Aikens &
Molly Benson

region 3

