

# FIREFIGHTER UPDATE

## New business is in the final stages of preparing its first product for market

by B2B Staff

First-year entrepreneur Kelly Steinke would appear to be off to a fantastic start as she prepares for the launch of her READ Learning Educational Services spelling program later in 2016.

The product – just one component of the multiple revenue streams geared toward helping clients with improved reading skills – has been under development since late last year. Steinke had made a connection with a freelance graphic artist to illustrate and layout the instructional manual and spelling rule card sets for the product, which she expects to have printed sometime in February.

The reading teacher turned business owner explained her proprietary spelling program as a multisensory, explicit and cumulative approach to help struggling spellers learn and apply basic American English spelling rules. She said it's not a traditional spelling program, which she hopes will enable it to stand out in the marketplace of similar education products.

"Spelling rules are taught in a logical manner using catchy names and witty images," Steinke said. "This program includes nonsense words – silly words – and there aren't any word lists to memorize for a weekly test. The premise is to build understanding instead of relying on rote memorization."

This spelling program product is just one component of READ Learning Educational Services that Steinke has been working on during the past four months with the assistance of business consultant Gary Vaughan, owner of Appleton-based Guident Business Solutions. Vaughan is providing his expertise at no cost to Steinke in exchange for sharing her lessons in growth and experiences launching her business with B2B readers.

This is the final monthly update before Vaughan and Steinke wrap up their work together later this month. B2B will provide a capstone article in our March 2016 edition capturing the entirety of Steinke's progress since she launched her business and began working with Vaughan last fall.

As Steinke works toward the launch of her spelling program, she and Vaughan have worked through many of the behind-

the-scenes details associated with selling a product in the marketplace and ultimately drive its profitability.

"We've discussed pricing in the market, UPC codes and ISBN codes, packaging, shipping rates, and connecting a merchant account to my website," Steinke said.

While also working with Vaughan to define her marketing budget and create a marketing plan that takes the budget into consideration, Steinke has arranged a few no-cost community relations opportunities to reinforce her brand as a reading and dyslexia expert.

On March 2 Steinke has arranged to present her program "Dyslexia 101" at Covenant Christian Academy in Kimberly, and on March 5 she'll be a guest on an Appleton talk radio show discussing business and entrepreneurship.

Heading into the final stretch of her business launch, Steinke and Vaughan plan to continue refining sales projections for the year ahead, as well as other financial components of her business. B2B will revisit them one last time in March as Read Learning Services prepares for a wider market audience. ■



Vaughan

## Methodology

*New North B2B* magazine began seeking entries for its 5th annual Firefighters of Northeast Wisconsin initiative earlier this year, with a goal of assisting those northeast Wisconsin small business owners who feel as if they're constantly burning the candle at both ends, putting out fires, spinning their wheels, but intent on finding a way to improve.

We put out a call for nominations last spring, and in the end agreed to help Appleton-based READ Learning Educational Services LLC with its start up.

Through the generous help of Gary Vaughan of Guident Business Solutions in Appleton, READ Learning Educational Services owner Kelly Steinke will receive five month's worth of consulting at no cost to help her work on the strategy of launching and growing her business.

B2B is providing a monthly update on the progress of Steinke's efforts in each issue leading up to a capstone article in the March 2016 issue of *New North B2B* magazine.

[www.guidentbusinesssolutions.com](http://www.guidentbusinesssolutions.com)

**NAME:** Kelly Steinke  
**COMPANY:** READ Learning Educational Services LLC  
**LOCATION:** Appleton  
**FOUNDED:** Part time 2011; full time beginning in October 2015.  
**WEB:** [www.readlearningservices.com](http://www.readlearningservices.com)



Steinke