

## **CEO PrivateLine Offers Affordable 'Private Line' For One of the Loneliest Jobs in the World: The Small Business Owner**

*Business owners know how lonely it is at the top. When they need confidential advice for challenging business issues or even just a sounding board, there are almost no ideal options. Until now.*

Manlius, N.Y. (PRWEB) January 16, 2006 -- More than 97 percent of U.S. businesses are small companies that employ fewer than 100 people. For owners of small businesses, one of the loneliest jobs in the world, [CEO PrivateLine](#) introduces one-on-one business advisory services at affordable fixed fees.

Many small company owners usually have almost no place to turn for confidential senior-level advice and [“sounding board” services](#). Consulting firms charge high hourly rates and are typically not an affordable solution. Community forums lack the confidentiality to discuss sensitive topics.

The issues business owners grapple with are confidential and risky, and may not be appropriate to discuss with anyone else inside their companies. Friends or family may not have the perspective or objectivity to be able to help. It really can be lonely at the top.

For one affordable subscription price, small business owners receive unlimited interaction via email on any business issues that come to mind, or that keep them awake at night. The CEO PrivateLine consultants who provide these advisory and sounding board services are former senior-level executives who all have ownership and/or leadership experience in small companies.

CEO PrivateLine is able to offer unlimited interaction for affordable fixed rates because the contact takes place via email, with response times generally being one or two business days. The subscription plan only covers issues that fall into the advisory or sounding board categories. If the client wishes to have CEO PrivateLine work on any implementation projects, those would be quoted in the more traditional manner, but the subscription entitles the client to a significant discount on the firm’s consulting labor rate.

Bottom line, CEO PrivateLine’s subscription plan offers a very affordable way for small company owners to “vet” their issues, ideas, and even insecurities in a confidential environment, as often as they would like, for one set fee. It’s a “private line” to a knowledgeable and experienced sounding board. And this could help make one of the loneliest jobs in the world a little less lonely.

For more information:

Please visit [www.CEOPrivateLine.com](http://www.CEOPrivateLine.com)

### About CEO PrivateLine

CEO PrivateLine is a division of the strategic and management consulting firm Aurarius LLC, located in Manlius, N.Y. The firm’s areas of focus include corporate and marketing strategy, revenue expansion, and organizational excellence, for companies and organizations of all sizes. Aurarius was originally founded in 1991 in San Jose, Calif., before relocating its offices to Upstate New York in 2000.

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