



An Online Business Manager (OBM) handles a variety of administrative tasks to ensure smooth business operations, especially in a remote or virtual environment.

What Makes Mimi Thrasher Stand Out?

As an Online Business Manager (OBM), what makes Mimi stand out includes a combination of her unique skills, experience, and approach to managing and growing online businesses. Here are a few of her qualities:

1. Holistic Approach to Business Management

- Mimi doesn't just focus on day-to-day operations but takes a holistic view of the business, understanding how different parts interact and align with the overall vision and goals. She ensures every aspect, from marketing to customer service, works seamlessly together.

2. Proven Systems and Processes

- Mimi brings tried-and-tested systems and processes to the table, ensuring efficiency, scalability, and consistency in business operations. Her ability to implement these processes quickly helps businesses streamline their operations and focus on growth.

3. Strategic Mindset

- Mimi is more than just a task manager; she thinks strategically. She understands the big picture and helps clients make data-driven decisions that align with their long-term goals. She excels at identifying growth opportunities and minimizing risks.



4. Strong Leadership and Communication Skills

- Mimi possesses excellent leadership skills, guiding teams with clarity and confidence. Her communication is clear and effective, whether she is delegating tasks, providing feedback or updating clients on progress.

5. Expertise in Digital Tools and Platforms

- Mimi has extensive knowledge of various digital tools and platforms that are essential for running an online business. This includes financial tracking, project management tools, marketing automation platforms and more. She can quickly adapt to new tools as needed.

6. Focus on Building Strong Relationships

- Mimi prioritizes building strong, trusting relationships with clients and team members. She understands that a business is built on people, and she works to foster a positive, collaborative environment.

7. Proactive Problem Solver

- Mimi is a proactive problem solver, always anticipating challenges and finding solutions before they become bigger issues. Her ability to think ahead and address potential roadblocks sets her apart.

8. Commitment to Continuous Learning

- Mimi stays updated on the latest trends and developments in the online business world. Her commitment to continuous learning and improvement ensures she brings the best and most current strategies to her clients.



9. Empathy and Understanding

- Mimi is empathetic and understands the unique challenges that entrepreneurs face. This makes her not only a manager but also a supportive partner who helps them navigate both the ups and downs of business ownership. She is the OBM that thinks like a partner.

10. Results-Oriented Approach

- Mimi is focused on results and has a track record of delivering measurable outcomes. Whether it's increasing revenue, improving customer satisfaction or streamlining operations, your work leads to tangible improvements.

These qualities are what makes Mimi stand out as an Online Business Manager and why potential clients should choose to work with her. She is the assistant that thinks like a partner.

Mimi's key admin tasks include but are not limited to

- email management
- calendar and scheduling
- graphic design
- bookkeeping
- document management
- project management
- financial management support
- team coordination and communication
- human resources support
- social media content management
- vendor and supplier coordination
- process improvement and documentation.