



THE ALTERNATIVE BOARD®

The Alternative Board® (TAB) is an exclusive membership organization for small and mid-sized businesses with revenues ranging from \$1 – 100M. Founded in 1990, the company has worked with over 13,000 business owners. Membership in TAB provides business owners with targeted business coaching, peer advisory boards and a successful business owner network that spans the globe. For more information on The Alternative Board and peer advisory boards, please visit www.TheAlternativeBoard.com



Scott Smigler

Exclusive Concepts, Inc.
Burlington, MA
www.exclusiveconcepts.com



TAB Member Since: 2007
Company Founded: 1997
Industry: Advertising & Marketing

Inc. List Rank: 1891
Company Size: 30

Exclusive Concepts, Inc. provides online marketing services to mid-sized online retail stores.

“Through TAB, I learned the importance of specialization and focus.”

Exclusive Concepts founder Scott Smigler was only 15 years old when he started his own web design business. He continued to grow the business methodically through high school and college. By the time he graduated in 2004, Smigler’s company had grown to provide web marketing and development services to a wide-range of businesses.

With the increasing popularity of the Internet, Exclusive Concepts had no shortage of clients, but also no shortage of competitors. Then Smigler learned of a business approach that has launched many companies into the ranks of the Inc. 5000: focus.

“Originally we tried to be everything to everyone,” Smigler says, “but through TAB and my facilitator, I learned the importance of specialization and focus.”

Smigler put this advice to use and narrowed his company’s focus to providing online marketing services to mid-sized online retail stores. By specializing, Smigler’s company was able to build extensive expertise, including highly effective methodologies and technology that enabled them to service the SMB online retail niche.

Smigler also established partnerships with companies that would have otherwise been competitors had they not decided to specialize. After the company established a relationship with Yahoo!, which provides the leading hosted software platform for online retail stores, business ramped up very quickly. In five years, Exclusive Concepts has grown from \$375,000 in revenue to \$3 million.

A TAB member since 2007, Smigler credits his fellow members with helping him grow personally so he could grow his business. “Despite the seemingly unique challenges that business owners face on a daily basis, through TAB, you learn that you are not alone. Once you accept that by growing your leadership and management skills you will be able to conquer seemingly insurmountable challenges, you can focus on the joy of growing your business.”