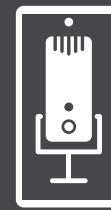


Episode: 70

# Jen Silver



THE  
**MOBILE  
WORKFORCE**  
PODCAST

**Mike Merrill:**

Hello, and welcome to the Mobile Workforce Podcast. I'm your host, Mike Merrill. And today we are sitting down with Jen Silver. Jen is the president of Roofing Utah, Inc., a complete roofing operation in Utah, and the co-founder of Women-Owned Businesses of Northern Utah, who are fierce advocates of Utah women business owners. Today, we're recording episode number one of two of the conversations that we're going to have with Jen. So we're really excited about it. And initially, here, we're going to talk about the impact of your business model and what it has to offer uniquely to the industry. Also, we want to talk about how to evaluate your business model, and how to make it once you've made that evaluation. Hello, Jen, thank you for joining us today. Excited to have the conversation.

**Jen Silver:**

Hi, Mike. How are you doing? I appreciate you guys having me. I think it's definitely going to be something that will be worthwhile for all the listeners.

**Mike Merrill:**

Awesome. Well, we're looking forward to it. Well, you're just my neighbor to the north, just a little bit. What? Maybe an hour or hour and a half or something?

**Jen Silver:**

You're in Arizona?

**Mike Merrill:**

No, I am in Payson, Utah.

**Jen Silver:**

Oh, I did not know that you were in Payson. So I live in Roy, which is about an hour and a half. But my office is in South Salt Lake. So, that's a little bit closer.

**Mike Merrill:**

Well, me too. So it's nice to meet my neighbor that I didn't know before.

**Jen Silver:**

Well, it's nice to meet you, as well.

**Mike Merrill:**

Thanks. Well, so let's start the conversation today and talk a little bit about when you hear the term or say the term business model, what does that exactly mean to you?

**Jen Silver:**

I think your business model is ultimately the way you do business. It includes your sales cycle. It includes your company culture. It includes your mission, your vision, down to your profitability. I think there's a lot of different things that go into the term business model, but to sum it up, I believe it's just the way that you choose to do business.

**Mike Merrill:**

Okay. And what ... That's an interesting perception because I think in a lot of industries, people just do business the way that they ... Maybe in their career, they're used to doing business that way because somebody else they work for did it that way, and so they just perpetuate whatever that was. Or maybe their dad, or their uncle, or somebody that they know started the business initially, and they just keep on taking that train down the track. So what's the danger of not really taking a hard pause and looking at this a little bit more introspectively?

**Jen Silver:**

Well, I think the reason that a lot of people are business owners or entrepreneurs, whichever word you want