



# Shey Morton

AUTHOR, BUSINESS COACH, SPEAKER

**" GET TO KNOW ME A LITTLE... "**

Shey Morton, also known as JerseyShey to her online community, is an Author, Business Coach, and Vessel as well as a mom of two grown children. " I am business " and saying that figuratively and literally. Shey Morton was introduced to entrepreneurship at 7 years of age by her grandmother starting her Ice Cup Business. The passion was watered by family and friends around her with the hustling lifestyle and parents who stayed in survival mode.

Rooted and born in Atlantic City, New Jersey. Her curiosity for more led her to relocate to North Carolina in 2003 where she started a Cleaning & Organizing Service, which has now served hundreds as well as created a cleaning school for new cleaning businesses called Clean University.

While meeting and networking and helping other entrepreneurs along the way, she then created Workerbeez NC, now Business 911 Small Business Resource, a Non-Profit that has helped over 3080 Small Businesses to date, start, grow, or scale their business. An organization of like minds and small minority business owners who believe that education, a game plan, and partnership win in business.

Making an impact in the community her organization was featured on NBC Charlotte (WCNC) in February 2021 for Black History Month for the hundreds of LLCs she filed for Small Black Businesses helping them start or legitimize their business as well as the resources she provides at her Small Business Center.

Her Entrepreneurship program has been accepted in the Mecklenburg County Jail as part of a re-entry program with the Next Great 50 as well as a part of over 35 other organizations' curricula.

While learning the back end of business, she learned how to market her own business. She then started Jerseyshey Designs, her web design and marketing company. Providing Small Businesses across the USA with marketing materials and increasing sales with marketing services for almost a decade. As of 2020, she has brought almost a quarter of a million dollars in sales to her client's bottom line through her marketing and brand exposure.

Her passion is coaching and helping people get closer to the bag. Her 20 years of experience as a full-time business owner and working with entrepreneurs has allowed her the knowledge to and skill to help people where they are and shift their mindset to get them where they want to be. That is why she is considered " The Reconditioning Coach " Shifting insite to shift income.

## Books:

ABC'S OF Black Business  
The Successful Entrepreneur V1 " Mindset, Motivation, Movement "  
How To Start a Cleaning Business In 7 days  
The Ah Ha Moment  
Top 10 Things You Should Do Before Posting On Facebook  
The Power Of 9 (Journal)  
The Diciplined Diva  
Mailbox Money

**Coached: 3190 Entrepreneurs**

Website Served: OVER 40,000

As of 12/2023

## Websites:

[www.business911now.com](http://www.business911now.com)  
[www.sheymorton.com](http://www.sheymorton.com)  
[www.jerseysheydesigns.com](http://www.jerseysheydesigns.com)  
[www.acleaningyoucanafford.com](http://www.acleaningyoucanafford.com)  
[www.greenthumbcertifiedcoaching.com](http://www.greenthumbcertifiedcoaching.com)  
[www.business911now.org](http://www.business911now.org)