
Business Vitamins: Supplements for Success

Learn to be pro-active in your day to day business management routine. Reducing the reactive nature of business deadlines, rushes and crises, puts YOU in better control.

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Taking Stock

Running a business is tough. *Running it by yourself or with limited help is even tougher.* It takes a special kind of dedication to do what you do - so my hat is off to you.

Speaking of hats, as an entrepreneur we wear many hats - manager, buyer, financial officer, productions, operations, marketing, sales, IT, customer service, shipper, chief bottle washer and janitor to name a few.



You know it. The more hats you have to wear, the more complex your to-do list becomes. And before you realize it, your business is running you and you're running hard to stay ahead of it all. The to-do list gets longer and longer each day, until eventually all items become critical must do's. **Chaos.**

Sound familiar? I'd say most, if not all, of us have been there at least once in our lives.

You get so caught up in getting the list done, you forget to do your business. When that happens, things start to slide downhill quickly.

Just like your personal health, your business health is strengthened by general maintenance and attention to the core vitamins and minerals that support that health. ***Prevention, as they say, is 9/10's of the cure, and that certainly applies in business.***

The solution for business health is quite simple in concept, but like everything worthwhile, it takes a certain kind of dedication to stick to a new regimen, to get yourself organized and focussed.

5 - Business Supplements

What follows is a list of the vitamins and minerals with their descriptions and 'how to' tips on working them into your busy schedule.

Not all of them will be relevant to your business. Just like your personal health, sometimes we need different vitamin boosts depending on our current state of health and diet.

It is complicated?

No, it's rather straightforward and simple in concept.

Is it easy?

Yes and No - the concept is easy, implementation requires work.

Can anyone do it?

Yes - and in this ebook you'll learn methods on how to do it.

Can I do it?

Yes! Absolutely.

The same applies to business vitamins. You'll see right away which ones you need to dose up on and which ones you just need to support.

At the end of this ebooks are two special bonus products for you:

BONUS #1

The Business Supplements Tracking Chart is a chart that you can print off and use to help you in scheduling your supplements regimen. Tack it over your workspace, put it into your calendar. Use it as your reminder until the habits become ingrained.

BONUS #2

The 'Supplemental Minerals' For Life & Business Poster, a sheet you can print off to remind yourself of the base minerals that we all need to operate on for maximum success in life and business.

The Vitamins

The vitamins of business are the core activities that need to be done on a regular basis to keep your business running smoothly. Let one of them slide and it will back up until it bumps against another area, which will back up, and start a chain reaction of escalating tasks that become more and more urgent.

If this chain reaction to chaos is not stopped and managed, you'll end up burnt out and your business bottoming out. Not a pleasant scenario.

Getting into the habit of doing regular maintenance in each of these areas on a steady basis will help strengthen your business and keep it healthy against these attacks of chaos.

Each one addresses a specific area of business management and **even if you can plan to do one thing within that area, you're already on your way to better business control.**

Plan each item into your week and write it down in your Business Supplements Chart. The trick with this is to not try and do everything at once. Create your progression plan and spread it out into smaller bite sized chunks. *We'll go through it together in each of the sections so you can create the best plan for your situation.*

The vitamins are split into three areas - once a day, multiples per week and once per week. Remember - these are guidelines. Tweak them as you go to create your best fit for optimum efficiency and performance.

The vitamins of business are the core activities that need to be done on a regular basis to keep your business running smoothly.

The Once A Day Vitamins

Vitamin M - is for Marketing

Marketing is one of those things that you have to do consistently and regularly for it to pay off. The rewards are rarely immediate but if you stop marketing you can count on your sales declining over your next few sales cycles.

Do this once a day, every day that you work. It can be:

- ! as big as building a part of a new marketing plan, a bit every day
- ! writing an article and posting it to five article databases
- ! sending out a note to your subscribers
- ! surfing a few favourite industry discussion forums and posting some advice or comments
- ! writing a press release one day and sending it out the next
- ! designing & running a contest
- ! work into a joint venture with a complimentary business

For marketing to be effective, you have to do it constantly and consistently.

How you break it into manageable daily bites will depend on your marketing plan and strategy - which you have done and put down in writing somewhere, right? Right? Oh alright, that's a topic for another book.

If you haven't got a strategy for marketing, then start with a simple list. What are the various methods you're going to use to get the word out about your business? Are they multi-step projects - great, plan a step a day. One step projects? Put them into your schedule in an orderly 1-2-3 step process.

Once a day marketing and before you know it, your marketing machine will be running smoothly.

Vitamin C - is for Contacting Clients

Vitamin C is like a companion supplement to Vitamin M and may indeed be a part of that marketing plan you wrote. But it is important enough to stand on its own.

Contacting clients, whether personally or through mass contact of email, postcards or catalogues is critical for repeat business. Keeping your business in front of the client will keep those orders coming.

A call a day is an easy thing to do and is a great way to build that ever important relationship with a customer.

Contacting active clients can be a planned strategy with autoresponders after an order - "you recently received an order, any comments" kind of thing. Or if your client volumes are lower then a personal call, letter or email to follow-up will always be appreciated.

A call a day is an easy thing to do and is a great way to build that ever important relationship with a customer. Schedule those calls regularly and consistently, so that by the time you make it through your list, it will be time to start over again from the top.

Lost some clients along the way? Haven't had a repeat order yet? Contact them and ask why. Use it like a customer service survey question: "help us to improve the business - what can we do better to get your repeat business".

Asking someone's opinion makes a very powerful emotional tie-in to a business, especially if you can show how it made a difference and give them credit for it.

Contact a client a day and you will reap the rewards in a healthy, stronger business.

Vitamin H - is for Human Resources

What? Human resources? Oh for pete's sake, there's just me, why do I need to worry about this? How silly.

Perhaps, but take a look at it from this perspective. Every business has an employee. Whether it's just the owner, the owner and a handful of staff or a mega-corporation with 1000's of employees. Every business that has an employee should have a plan for keeping its people happy, healthy and motivated. And yes, that includes single person operations. Especially for entrepreneurs.

Your business has an incredibly important investment in you. If you can't be bothered to look after yourself, then no one else will.

What does that mean for you on a daily basis? Well,

- Are you motivated every day to get out there & do business?
- Are you happy doing what you're doing every day?
- Do you keep yourself physically & mentally healthy?

If you could define the perfect job, with all of its benefits, what would the list include?

- ! good salary
- ! generous holiday time
- ! skills upgrading
- ! a gym membership or facilities on site
- ! babysitting
- ! personal motivation courses
- ! good insurance for family health & dental benefits
- ! performance bonuses
- ! _____ (fill in the blank)
- ! _____ (fill in the blank)

So, how many boxes did you tick off? Now, how many of those do you actually do for yourself? More than two? None?

Especially in one person operations, if you go down from illness, accident or burn-out, who is going to run the business? Your business has an incredibly important investment in you. If you can't be bothered to look after yourself, then no one else will. This is human resources and you MUST put time in your day for yourself, to improve skills, to de-stress, to stay healthy.

Put it in your scheduler every day and DO IT.

The Multiples Per Week Vitamins

Vitamin G - is for Goals & Planning

Goals and planning, this is a biggie. Bottom line, no plan, no success, no business. This is so big that it deserves an ebook to itself.

If you haven't got your goals clearly defined and a map laid out detailing how you're getting there, then you're lost before you start. And this is not a destination that you can stop at a gas station and ask for directions.

No plan? No goals?
No roadmap to success.
No business.

Every week you should be defining your task list that will get you to your goal. Plan it out on Monday and check your progress on

Thursday. If you don't have a plan then you'll find yourself jumping from task to task, often not completing them. It's unfocussed work that is inefficient and rarely effective.

Twice a week - lay it out at the start and do a mid-week progress check to evaluate and perhaps re-prioritize.

Vitamin P - is for Production, Development &/or Operations

At some point during your busy week you do have to put some attention to the operations side of your business. Manufacturing your goods, writing, doing the service contracts you've signed, etc.

This is the 'fun' part of the business, the reason why you started it in the first place. As a result we often end up spending more time in this area than we should. Scheduling these tasks into your week will allow you to stay focussed to the job at hand and become more efficient at the process. You will be less likely to get distracted into a sudden, spur of the moment product improvement that subsequently eats up the next three days. Sound familiar? Remember I've been there, done that too.

By scheduling your product and regularly managing your operations, you'll

- ! deliver your product on time or earlier without the stress of procrastination
- ! stay ahead of inventory demands
- ! better manage your inventory cycles and supplier deliveries
- ! manage your buying cycles to take better advantage of early order discounts.
- ! complete your work on seasonal displays & promotions long before they have to go up
- ! lay out & implement your slow season strategies without panic
- ! develop and introduce new products & services to keep your business fresh on a regular basis

Production & development is the fun part of business. But be careful not to let it dominate all your time to the exclusion of all else.

How do you do all this? Again, referring to the operations plan that you've written as part of your business plan (right?), make a list of what needs to be accomplished & when. Break each project into steps, essentially a to-do or action list. Then taking your calendar, working backwards from the

deadline, start filling in the finish dates for each action item.

Remember to leave yourself some padding of time in there for other things that may come up and target the finish date for before the delivery date.

Being efficient in production and operations is about planning, being organized and being good at time management. How often during the week you need to do this will depend on your business.

Make your action list and get it scheduled - from start to finish.

Vitamin A - is for Administration & Organization

Yes I know - yuck, but like cleaning bathrooms it has to be done. There is always a myriad of little things that need to be done through the week to keep your business sorted.

Clutter is a proven stress factor that reduces your performance and affects your creativity.

Talking to your banker, sorting out a service provider, buying ink and paper for your printer, filing paperwork, doing your taxes with your accountant, scrubbing the mouse balls. Really the list can feel endless and tedious.

Breaking these tasks into smaller chunks and scheduling them periodically throughout the week means that they won't grow into big nasty monsters that lurk under (or on) your desk.

Like cleaning an oven that doesn't have a self-cleaning feature: if wiped out regularly it's not such a big job. Leave it for awhile and yuck. Then all of a sudden, scrubbing the toilet or cleaning the eaves looks a whole lot better as something to do.

Clutter is a proven stress factor that reduces your performance and affects your creativity. Staying on top of your administrative tasks and keeping organized will keep you energized and creative.

Block time in at least two days per week to do these tasks.

The Once Per Week Vitamins

Vitamin F - is for Financials & Numbers

Like health monitors that patients have by their bedside displaying heart rate, blood pressure, etc., your financial reports tell you how healthy your business is. Keeping these numbers current is of vital importance and close monitoring of them will tell you how healthy everything is.

I know for many entrepreneurs, bookkeeping & accounting tasks are enough to make you suddenly remember that the garden shed needs urgent cleaning attention. Whether you do it yourself or hire a bookkeeping service, you need to know and understand those numbers, what they mean, what your performance ratios are.

Claiming “the accountant looks after everything” didn’t work for Willie Nelson when the taxman came calling and it certainly won’t work for you. If you don’t know your numbers you don’t know really know your business health.

Keeping your business numbers current is of vital importance and close monitoring of them will tell you how healthy everything is.

Other numbers you need to pay attention to are your traffic numbers. If you have a website, you need to track your statistics. Where is your traffic coming from? Is it increasing or decreasing? Are your conversion numbers moving up, down or stationary? In knowing these numbers you

can better target your marketing efforts. Do you make use of multiple landing pages for different advertisements or promotions? Do you know how well your ads are working? If you don't then you might as well be throwing your money into the wind.

At least once a week make an appointment with yourself to review these numbers and track your business health.

Vitamin N - is for Networking

Really, a subset of marketing but another necessary function. Whether face to face or in online forums & chats, networking is an essential way to grow your contacts and let your expertise shine.

Make it a mission to leave something of your business with someone every time you head out.

There are so many ways to network face to face and you may be missing out on some simple opportunities just because you're not paying attention.

Whenever you go out, have a stack of business cards, postcards, brochures - whatever you're using - handy & available. Hand them out to people you interact with. Don't forget to ask for their card too. Make it a mutual exchange.

Look to hand them out at:

- ! breakfast clubs
- ! community bulletin boards in grocery stores, libraries, schools, coffee shops, at the gym, truck stops, etc
- ! chamber of commerce & their events
- ! business workshops run by your local small business office
- ! business luncheons or after 5 mixers
- ! your kid's sporting events, chatting to other parents
- ! parents groups

! conferences & conventions

Offer to speak at a Chamber function, an association of some sort, a conference event and talk about your business or do a presentation on your expertise. Many associations are always on the lookout for a guest speaker for their next meeting. You can make so many contacts that way and get your name and business remembered as the expert.

Be aware when you head out and keep your eyes open. Always have some materials on you and make it a mission to leave something behind every time you head out somewhere.

It is so easy to network online these days with many, many tools and services freely available. If you're not actively participating in at least one forum, you're not trying. With the popularity of social media services like FaceBook, MySpace, Twitter, Ryze, Squiddo and others, you have no excuse not to get your business networked.

Schedule yourself to attend at least one networking function a week, whether in person or online.

The Minerals

Minerals, just like personal health supplements, are not needed in great quantity. They do, however, need to be taken regularly and play an important role in the basic functioning of overall health.

Less defined in terms of dosage, but if honestly practised as part of your business attitude and ethics, these will help to increase your business' strength, immunity and promote its growth.

The base business minerals are:

* **Gratitude** * **Charity** * **Volunteering** * **Generosity**

In **Gratitude** can we appreciate what we really have and move forward with confidence and humility.

In **Charity** can we share our own particular wealth with others, strengthening them and making ourselves stronger.

By **Volunteering** can we achieve goals together, celebrate successes together and come together as a community supporting each other.

In **Generosity** what we give, we receive back many more times.

By practising these minerals, these rock solid principles of life, we can sow incredibly powerful seeds of success both personally and professionally. People will be drawn to you and success will automatically be yours.

Wrapping It Up

That's it. There's your list of supplements. Take them regularly, practise them well and your business can only grow and move forward. Don't forget to print off the Supplements Chart at the end and put it to active use.

Oh, and before you go...

I'd love it if you could help me out and spread the word about The Learning Center for Entrepreneurs. Tell another entrepreneur you know, pass the ebook around to your network. It will take only a minute or two and here, I've even built a service to help make it super easy to do.

All you have to do is click the link below ->

[Http://www.TheLearningCenterForEntrepreneurs.com/TellAFriend.php](http://www.TheLearningCenterForEntrepreneurs.com/TellAFriend.php)

Thanks and good business health to you!

Bonus Section

Bonus #1 -

Business Supplements Tracking Chart

Track your progress and accomplishments with this handy chart that you can put into your calendar book or post over your desk every week. Each day has a spot to enter one item under each vitamin. Lay out your week with your action list and schedule it according to your daily dose needs.

Include how long you estimate this will take ('Time Taken' on the chart) and you'll see how your day and week shapes up. If you know you only have 5 hours in the day, scheduling a 6.5 hour production run certainly won't work well that day. Be smart, be realistic - add up your estimated time and adjust accordingly.

When you've completed the task, check off the done box, put a happy sticker there, colour it in with fancy sparkly gel pens. Whatever makes you happiest. You should feel awesome every time you check off one of those boxes.

The chart follows on the next page.

Bonus #2 -

The 'Supplemental Minerals' For Life & Business

A poster you can print off and hang in a place that helps to inspire you. It is on the last page.

*Feel free to share these charts with friends,
family, business associates, clients.*

Scheduling for Week of:	Marketing 1/day	Customer Contact 1/day	Human Resources 1/day	Goals & Planning 2/week	Production/ Operations As Needed	Administration 2/week	Financials & Stats 1/week	Networking 1/week
Monday Item Time Taken Done								
Tuesday Item Time Taken Done								
Wednesday Item Time Taken Done								
Thursday Item Time Taken Done								
Friday Item Time Taken Done								
Saturday Item Time Taken Done								
Sunday Item Time Taken Done								

The 'Supplemental Minerals' For Life & Business

In **Gratitude** can we appreciate what we really have and move forward with confidence and humility.

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