

DIGEST

MAKING IT!



Nine tips for Small Business Holiday Success

Excerpt from Rhonda Adams of USA Today

Sleigh bells ring, are you listening? If you run a business, you should be. The holidays can be an important time of year for all small companies. Make the most of these busy and stressful times with these nine tips.

1. Party on! Now's the time that many organizations and large companies hold holiday parties. These parties present a great opportunity to network, meet potential new clients or referral sources for the new year.

2. Send holiday cards. The holidays give you a perfect excuse to stay in touch with current and past customers. Sending a holiday card is a relatively easy and inexpensive way to remind someone about your business. .

3. Give Gifts. The holidays are a great time to remember and thank those who help your business thrive. One of the nicest ways to show you appreciate what they've done is with a modestly priced gift. Many businesses give holiday bonuses to employees as well.

4. Create holiday specials. Aren't those gift baskets you see enticing? You can create them for your business too, even if you have a service business..

5. Offer gift certificates If this is your slow season, one way to increase cash flow now is to offer customers gift certificates at a discount; regular customers can buy them to use later, providing you with an infusion of cash.

6. Build your cash reserves. The holidays represent one of two extremes for many businesses: either it's the busiest time of year or the slowest. If you get a significant amount of your income now (or you're having a particularly good year), give yourself a gift and put money in a reserve account.

7. Treat employees well. Of course you need to treat employees well year round, but, remember, the holidays are stressful on all the people you work with, not just you. So be particularly patient and give plenty of recognition for jobs well done.

8. Recognize holidays other than Christmas. Make certain you are sensitive to a broad spectrum of customers. You'll increase both sales and good will by recognizing a diversity of holidays.

9. Finally, keep your priorities straight. No matter how busy you are, don't get totally distracted by work. Remember the things that are really important: family, friends, community, your faith

Celebrate Your Victories and Give Thanks

Excerpt from Jack Canfield.

Research has shown over and over again that the more you acknowledge your past successes, the more confident you become in taking on, and successfully accomplishing, new ones. As you stay the course and begin to realize your goals, you need to do two very important things:

Celebrate your successes, and express your gratitude to everyone who has helped you along the way.

Let's look at a few of the ways you can acknowledge your positive past.

Have an Attitude of Gratitude Take the time to thank everyone that has helped you achieve your goals. Write them a letter, call them, send them an e-mail or send them a present. It can be as simple as a hug or a thank you.

The Power of Acknowledgment When you take the time to thank someone, they feel acknowledged for their contribution and will be more likely to want to help again.

Reward Your Inner Child A big part of creating more success in life is rewarding yourself when you succeed. And be especially thankful for any additional blessings that come into your life. Take time each day to say a prayer of thanks when you first arise, before meals, and again at night before bed.

Having an attitude of gratitude opens up the channels for even more abundance to flow into your life. The more grateful you are, the more you will attract things to be grateful for.



“Entering the Global Market”

Expanding your business is probably one of your top resolutions this year. This can be done on an international scale. To guide you through the transition from local startup to global business as you enter the new year, here are some tips from “How to Succeed in Business without Lying, Cheating or Stealing” by Jack Nadel, president of Nadel Worldwide and Measured Marketing Services.

Think Global – Test Local

A good business may have worldwide potential, but you to prove it first in your local area. Prove your deal first, then spread out.

Seventy-five percent of the Market for American Merchandise is Outside the United States

If you are competitive domestically, you will be competitive in the global market.

Adapt Your Products to the Needs of Each Country

It can be as simple as printing instructions in the language of each country in which you intend to sell your product, or as complex as changing the size of design to suit your standards. You cannot sell American cars in Japan unless you place the steering wheel on the right side.

The Best Way to Research the World Market is to Attend Your Industry’s International Trade Show

Every industry has trade shows, most of them international. In one place are all the players (manufacturers, agents, distributors). You can see them all, examine their merchandise, and even research their pricing.

Never Negotiate in a Foreign Language, No Matter How Well You Think You Understand It

There are shadings to every language that are understood only by those who are born into it.

Whether Buying or Selling, Work through an Experienced Agent

It is very difficult for most people to do business directly with a factory that is thousands of miles away. It is best to have an independent agent who is a native of the country in which you are conducting the deal.

“7 Powerful Tips to Make Your Dreams a Reality”

Excerpt from Dick Kazan

1) Think Of Yourself As Worthy. People often have trouble believing this and are defeated even before they start, for they just know they’re not good enough. Yet as God’s creation, within each of us are the seeds of greatness, however dormant.

2) Imagine Yourself In The Role. The mind is a powerful instrument that strives to achieve what it can envision. In your mind’s eye, see yourself as the confident businessperson or the thinner you that you wish to be.

3) Write A Plan. Even if it’s just on a cocktail napkin, there is something magical about creating in writing a road map for attaining your dream.

4) Swim A Half A Lap. Many people have the misunderstanding that in business, in weight loss, in education or in other fields of endeavor, success comes instantly. This is rare for success usually takes time and builds on itself.

Recently, I began an aerobics swimming routine of 20 laps in a pool about 45 feet long. It had been years since

I swam and at first that goal seemed overwhelming. To solve the problem I decided to swim a ½ lap which I could do. And then I swam another ½ lap and my confidence and conditioning built as I kept adding ½ laps. With time and effort I began swimming the 20 laps that before had seemed so intimidating.

5) Read Motivational Real Life Stories. They’ll inspire you as you see what others overcame to attain success and you’ll learn how they did it.

6) Give Yourself The Time To Gain Knowledge. Google subjects of interest to you and read trade journals and other helpful publications and maybe take classes to gain the knowledge you’ll need. And then begin to practice what you’re learning, even if it’s on a part-time basis.

7) Don’t Give-Up. That you may not achieve initial success doesn’t mean you won’t learn from the experience you’ve absorbed and adjust your actions until they make you successful. Henry Ford was involved in two failed automobile businesses before he launched the Ford Motor Company at the then advanced age of 40.



