

HAVING AN EVEN BETTER YEAR THAN THE LAST

Last year may have been an OK year for your business; you put in a lot of hours, missed a lot of family time but in the end, made it all work somehow!

Your business has been running on sheer determination and hard work as no one has guided, trained or coached you on the fundamentals of running a successful business.

There are 3 basic areas you can focus on this year which will propel your business forward, give you more time, more income and better life outcomes.

The 3 areas are:

1. Your Clients – attracting the right type of clients and repelling ‘tyre kickers’ or time wasters.
2. Your People – attracting and retaining the best people who are the most suitably qualified and with relevant experience.
3. Your Product – make sure you are providing the best product / service, with the highest margin and the easiest to provide.

The things which will impact these areas are:

For your Clients: (marketing)

- Your online profile – website, email, social media
- Your offline presence – branding, brochures, quotation documentation, hoardings, advertising.

For your People: (human resource support)

- Recruiting the best people for the roles and giving them Position Descriptions and targets.
- Supporting your teams to perform via Performance Reviews & Improvement Plans.

Your Product: (business advice)

- Have business processes, procedures and objectives focussing the marketing, people and business on the same thing. E.g. you can't be an expert in renos, extensions, single home constructions, dual occs and multi-unit developments. Your product will also be influenced by your cash flow position, your out of pocket requirements for providing the product and your ability to fund the operation, growth and development of the business and staff.

For assistance in Business, Finance, HR and marketing contact Harry or visit the following sites:

www.chocolatemonney.com.au (Finance & Loans)

www.findingmoney.com.au (business advice)

www.acclaimedresults.com.au (marketing assistance)

www.constructingcareers.com.au (HR support)

www.mbav.com.au (Building support)