

## MIND YOUR OWN BUSINESS

In order to succeed in business, entrepreneurs must wear several hats. Through the daily operations of your business, your responsibilities will range from troubleshooter, communicator, marketer, accountant, President, CEO, CFO, COO, etc.

At first you may think you are the only person who can do the work efficiently. You may want to control everything. This can be daunting to say the least. It can also be exhausting and no one person can do it all. You do not want to take your eyes off the important areas you must focus on.

Focusing on, or “minding,” the details of your business could make the difference between growth, survival or extinction.

It's less about logistics and entirely about mindset. Many entrepreneurs take pride in having the world on their shoulders and their entire organization buried in their mind. Knowing your business is critical but keeping yourself indispensable is reckless. Realize that removing yourself from some of the operations may be the smartest investment you can make in the long-term success of your business.

Small businesses must identify their core competencies and capabilities and focus their own management and resources on being the best in their industry at these. The rest of the day-to-day aspects of the business should be delegated or outsourced. As the owner, you should be concentrating on (“minding”) those operation activities.

Chances are you've already outsourced some business tasks, such as payroll administration and accounting. A good business will operate best when you build a team of trusted individuals, inside and outside, that can effectively communicate, and all have the same goals in mind.

Let us help you in the aspects of marketing and developing your sales plans so that you can focus on the other needs of your business. This will allow you to add to your team without adding the expense of employees.

When you outsource your marketing needs, you can focus your time, attention and resources on your company's core competencies - - and spend your time setting new goals and finding ways to achieve them.