
Be My Valentine

*A free guide for business owners who
want to fall back in love with their business*

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A4B Advice4Business
"Our goal is your success!"

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Welcome and thank you for your time and commitment.

Firstly, let me congratulate you on reading this workbook, we understand that as a businessperson your daily life is filled with many important activities and for taking time out of your business to read this and begin working **ON** your business, I thank you.

Vision of Advice4Business

Quite simply, **“Our Goal Is Your Success”**

Purpose of Advice4Business

The purpose of Advice4Business is to create and foster a global network of highly committed professional people who consistently enhance their client’s lives through the creation of extraordinary businesses that both inspire, and outperform, all other forms of investment.

Mission of Advice4Business

The mission of Advice 4 Business is to significantly enhance the lives of businesspeople and our people are chosen for their belief in the value of providing clients with solid business support, enhancing their business and personal lives.

The Advice4Business team provides business enhancement methodologies that are of professional quality and that achieve outstanding results for our clients and their team members.

Purpose of the Be My Valentine workbook.

The purpose of this workbook is to provide you, the business owner with a simple means to think through the future of your business and the personal returns you are achieving from your business in terms of time, team, and money. By structuring it as a workbook it gives you the additional benefit of working through the analysis rather than just coming up with another list of things to do. This means there will be a swift impact for you and your business as you will be able to put into practice the ideas you learn **IMMEDIATELY!**

Thanks again for participating and good luck.

Index

- 1) **A definition of romance**
- 2) **Your Goals When You Started**
- 3) **Getting it right this time**
- 4) **My Business diagnostic**
- 5) **Creating an action plan**
- 6) **You have the what, now write the how**
- 7) **Where to from here**

A Definition of Romance

- a. A love affair.
- b. Ardent emotional attachment or involvement between people; love.
- c. A strong, sometimes short-lived attachment, fascination, or enthusiasm for something.

Most people emotions for their business start here, they love their business, and they love what it will mean to them and their life but then the romance dies. In the foreword of the One-minute entrepreneur Michael Gerber writes 'we get consumed by our vision and forget about the money. We get consumed with our customer and forget about our employees. We get consumed about life and forget about death' the point he is making that we get disconnected from the essentials.

Our businesses run us, they should not but they have a habit of doing it, phone, the email, the overdraft, the customers, the letters, and the lack of sleep, the lack of cash, the problems with the staff, problems, problems, problems. The result is that in many cases our business and our lives get worse, not better and the love is lost.

The worst part about this is that it is our own fault, we did this to ourselves and we have the power to change it. You decide what you do with your time, you decide what you do with your money, and you have the power to decide who you do and do not work for. You just need to break the cycle. Business leaders and successful entrepreneurs and business owners will tell you 'whatever you do not let the strategy work slip' yet how many of us work on our future direction and business plans on a regular basis?

This workbook is designed to start you on the rewarding journey of rediscovering you own path for your business and staring the ship moving in the correct direction. For some of you this book alone will be enough to get you back on track but for many of you will need more help and you will find details of how we can make these goals a reality at the end of this workbook.

Good luck in finding the love!

What were your Goals when you started?

The first step to a workable, practical business plan that truly makes a difference is knowing where to start, to establish this we need to understand what it is we are trying to achieve.

If you do not know where you are going, how are you going to get there?

When business owners ask us that question, we tend to start at the beginning. When you started your business, you will have had some dreams and goals, some will have been personal associated with the lifestyle you hoped to create for yourself, others will have been financial goals and the vast wealth you hoped tom accumalte1. Lastly there will have been some business goals, that 'I did it moment' (come on we all have little ego)

So, the first step is to revisit those goals. Take a moment to list them here.

My Personal goals

My Business Goals

My Financial Goals

Getting it right this time – understanding the current reality

Hopefully that exercise alone has got you thinking, and you are starting to 'feel the love' Now we need to make sure this time that feeling does not subside, and you start to feel you are getting somewhere.

The first step in achieving these goals is understanding your current reality, at A4B we do this with our clients by using a simple but effective business diagnostic tool which you will find over the next four pages, it is your assessment, and you can use it to establish where you are in your business today and start proactively designing your future. It should take no more than 15 minutes and if at the end of the exercise you are happy to share with us the results then send it back to us and we will compile a free diagnostic report based on your answers.

Before you start though considering this question, [are you a business owner or are you self employed?](#)

The difference as we see it as follows:

...a true business owner can happily walk away from their business for at least three months and know they will have a profitable business when they return!

- The owner/s relies on the business

A Self-employed person ... is tied to the business, is busy working in it and finds it hard to or simply cannot step out of the business for more than a couple of days, maybe a week.

- The Business relies on the owner/s

If it is the latter do the diagnostic now, do not delay there is much work to be done.

Your Assessment Business Diagnostic Questionnaire

Style of Business:

- Q** How many years have you been in this business?
- Q** What attracted you to this business initially?

Competition:

- Q.** How many competitors do you directly compete with?
- Q** Do they affect you, or is there enough for everyone?
- Q** What would you say are the potential threats to your business?

Clients:

- Q.** What would you say are the most important things to a potential client considering purchasing your services?
- Q.** What are client's major frustrations when dealing with your industry (not just your business)?
- Q.** Would you say that your clients are price focused? Yes No

Marketing:

- Q.** Are you happy with the number of clients you currently attract to your business?
 Yes No
- Q.** Which of the following do you use to market to them?
- Yellow Pages
 - Direct Mail
 - Flyers
 - Newspapers
 - Radio
 - Television
 - Telemarketing
 - Strategic Alliances q Referral
 - Networking
 - Other
- Q** What is your most successful marketing strategy?

- Q** Do you have a Proactive Referral system in place? Yes No
- Q** What systems do you use to increase repeat business from your existing clients?
- Q** Do you maintain an up-to-date database? Yes No
- Q** How often do you contact your existing clients?
- 1 to 3 months
 - 4 to 6 months
 - 7 to 12 months
 - Never
- Q** Do you measure the average expenditure of each client? Yes No
- Q** What strategies do you have in place to increase this?

Production of Services:

- Q** Do you have a backlog of work? Yes No
- Q** How often do you turn over your assets per year?
- Q** Do you have any areas of business that are slow moving in comparison to others
- Yes No
- Q** Do you do much re-work? Yes No

Team:

- Q** How many Employees do you have?
- 1 - 5
 - 6 - 10
 - 11 - 15
 - 16 - 20
 - 21 - 30 30+
- Q** Do you have a high staff turn over? Yes No
- Q** Do you have a current Team Recruitment System in place? Yes No
- Q** Do you have a Staff Induction Program? Yes No
- Q** Do you have a Performance Appraisal System in place? Yes No

Q Do you have a Dismissal Process for removing unwanted staff? Yes No

Q How would you rate your staff's reliability?

- Excellent
- Very Good
- Average
- Below Average
- Poor

Q How would you rate their productivity?

- Excellent
- Very Good
- Average
- Below Average
- Poor

Q Do you run regular sales training sessions for your salespeople? Yes No

Q What other ongoing training do you provide to your staff?

Q Do you work more or less hours than the people you are currently employing?

- More
- Less

Finance:

Q. Do your clients always pay on time? Yes No

Comments:

Q How much would you say you currently carry in outstanding debts?

Comments:

Q How many days overdue would you say this money is on average?

- 1 to 30 days
- 30 to 60 days
- 60 to 90 days
- 90+ days

Comments:

Q What system do you have in place to reduce this?

Q What system do you have in place to ensure that your debts do not get out of hand in the future?

Money:

Q How often do you do a detailed financial analysis of your business?

Q What services does your internal/external accountant provide?

Q Are you happy with your current level of income? Yes No

Comments:

Q Do you feel there is untapped potential in your business currently? Yes No

Comments:

Q What steps do you have in place to realise this potential?

Q Does the business currently provide you with excess cash for other investments?

Yes No

Q Do you ever experience challenges with your cash-flow? Yes No

Q Have you ever had an analysis done to identify areas where cash-flow could be improved?
Yes No

Q Do you achieve the highest hourly rate of everyone working in this business, considering what you make, given the hours you work? Yes No

Time:

Q What sort of hours are you currently working in your business?

Q Are you happy working these hours? Yes No

Q Ideally how many hours would you like to work?

Business Enhancement:

- Q** What are the major frustrations you currently have in your business?
- Q** When was the last time you did a business plan for your business?
- Q** How many hours a week do you spend planning for the growth of your business?
- Q** How many hours a month do you typically spend on business education?
- Q** How many business seminars have you attended in the last 12 months?
- Q** Have you ever worked with a Business Coach or Consultant? Yes No
- Q** Would you ever consider working with a Business Consultant to fast track the growth of your business? Yes No

General:

- Q** What is the approximate Turnover Range of your business?
- 0 - £250,000
 - £250,000 - £500,000
 - £500,000 - £750,000
 - £750,000 - £1,000,000
 - £1,000,000 - £3,000,000
 - £3,000,000 +

What Have You Learned?

Interesting exercise isn't it? Your head is probably swimming now, if you are like a lot of business owners, we take through this process you will be feeling depressed, excited, and confused all at the same time. There is so much to do, so much you have not got time to do and now you need a plan.

Over the next page is a simple tool to help you set an action plan, but I reiterate many business owners often fail to get any of this stuff done for the very reasons I have mentioned above, if that is you do not delay. Send us a copy of this workbook now and we will compile for you that free report I mentioned. You may even qualify for a business health check with one of our experienced consultants.

You Have the What, Now Write the How

So now comes the tricky bit, do you know what you are doing? Use the sections below to detail exactly how you are going to implement each of your strategies

My Strategies

Strategy _____:

Strategy _____:

Strategy _____:

My Strategies

Strategy _____:

Strategy _____:

Strategy _____ :

Strategy _____ :

My Strategies

Strategy _____ :

Strategy _____ :

Strategy _____ :

Strategy _____ :

Strategy _____:

Strategy _____:

Strategy _____:

Strategy _____:

Where to from here?

Congratulations, if you have completed the workbook and not just read ahead you should now have a renewed vision and a workable plan, all that remains is to make sure you use it!

As we have already mentioned to many business owners allow themselves to get caught up in the day to day and 12 months on none of this stuff has happened, if you find that happening to you or you just feel you need some help with this stuff then you will find some offers and ideas as to how we may be able to help in the following pages including the opportunity for you to sit down and review this plan with one of our experienced advisers, if you have any questions feel free to drop us an email, we promise to reply.

To finish we leave you with a final list, more a call to action if you will and our best wishes. Good luck and remember:

- Build a vision for your business
- Test your business model
- Construct a vibrant business plan
- Implement review and correct
- Gain further Knowledge
- Change the way you think
- Seek growth and build a team
- Work on changing your business everyday
- Get Help, get Passionate, get moving

And tell yourself every now and then 'I love my business

An exclusive offer for readers!

At Advice4Business we believe that many owners are simply spending too much time working 'in' rather than 'on' their businesses - this not only eats into leisure time but also actually restricts business growth. Our research also shows that virtually all business owners believe they could improve their businesses – if only they knew where to start!

It may be that **income & profitability** are lower than you had hoped, **reliable staff** are hard to find and keep or perhaps you find yourself **juggling your cash flow**, robbing Peter to pay Paul.

Another common challenge is that of the **business growing too fast** &/or you are just **working stupid hours**.

In any event, we can help, and it is why A4B has developed a proven set of strategies and processes that we use to show you how to work smarter (rather than harder) to achieve the personal freedom, rewards, and lifestyle you desire.

To give you a taste of just some of the exciting opportunities for your business, why not try a “*Free Business MOT*” (worth £275). <https://www.advice4business.com/free-business-m-o-t/>

After you have completed this short 15-minute questionnaire, we will get in touch and follow these steps–

1. We will sit down with you and discuss what has worked and what has not worked for you in the last financial year.
2. We will then provide you with at least 3 strategies you can use to immediately address some of the challenges you have been facing and instantly kickstart your results.
3. We will also give you an idea of various initiatives you can undertake to enhance your results.

To see if you qualify for a complimentary consultation drop us an email at Emma@advice4business.com and enter 'Business MOT' in the subject and we will call you to fix a date to meet and go through it. At the same time, we will discuss with you some great ideas to help you improve your business results and to make sure you achieve your personal and financial goals.

Check out www.advice4business.com for more great workbooks, workshops, seminars, and free resources
<https://www.advice4business.com/>