



"What Every Business Owner Must Know to Get Organised, Focussed and on Track For 2010"

With Lorraine Pirihi



"What Every Business Owner Must Know to Get Organised, Focussed and on Track For 2010"

The Productivity Queen

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Lorraine Pirihi is the founder of productivityqueen.com and creator of "The Productivity and Profit System" the complete one-on-one training program for sole entrepreneurs and small businesses.

Lorraine is also the celebrated author of "The Productivity and Profit Home Study System" the proven 6 step system guaranteed to help you free up your time, organise your systems and master your marketing so you are much more profitable and have time to enjoy life. This is available at

<http://www.productivityqueen.com/profit.html>

She's a productivity expert, leading business coach, author and speaker with straight-shooter, no-fluff strategies that really work.

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“Welcome everyone; this is Lorraine Pirihi the **Productivity Queen** and welcome to our very first Special Topic Call for my **Productivity Coaching Club** members for 2010.

And today’s special topic call is **What Every Business Owner Must Know to Get Organised, Focussed and on Track For 2010**”

Just before we get into the topic, I wanted to share with you upcoming date. The next upcoming call date is on Tuesday, the 26th of January at 10 a.m. and that’s our Question and Answer Call and that is your chance to ask me whatever it is that is stopping you from being more productive and profitable, it’s your chance to ask me all your questions.

You’ll find that if you are working through the Productivity and Profit Home Study System and you are applying what you learn, no doubt you will have questions that need to be answered. So if it’s question about your time management and having efficient systems, finding the right team to support you and managing them effectively or could be mastering the basics of marketing or maybe it’s your motivation. So whatever it is that is causing you to get stuck, here is your opportunity to ask me any questions you like and make sure that you’ll move forward.

Now this call is very powerful and members are going to get heaps of benefits from them. So please make sure that you use your time wisely with me so you can get move forward, have more time and have more money.

Today, **What Every Business Owner Must Know to Get Organised, Focussed and on Track For 2010**”. Now just before we get going, I just want to let you know that the information that I am sharing with you today is pure common

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sense stuff that you may have heard many times before, however, it is not hearing the information, it is not about attending a seminar, it is not about reading about it, it is about taking the action of what you know and that is the key thing here, taking the action.

To get started to help you really make 2010 fly for you and your business, the very first thing is: You've got to write some goals. What you want to achieve?

Now the goal don't need to be right to the end of the year, but just what it is that you want to achieve this year and they maybe goals that you might want to set, say for Easter or even for the next 2 to 3 months or right down to the end of the year but I wouldn't worry about that for now. I would just write down and get a sheet of paper and write down what you want to achieve this year, so that's for your business and also do the same personally.

But today we are going to focus on business, so what it is that you want for your business this year that you want to achieve.

No. 1: **Write it down!**

So first thing is, writing down goals. Make sure that the goals are achievable, they are realistic, otherwise you'll be wasting your time, and so make sure they are fairly attainable.

The next thing I do is write down what challenges and what's going to stop you, or what's going to get in your way. It is really important to know the things that are going to cause you to get stuck. It could be your motivation; it could be the lack of knowledge to move forward, because if we knew how to move forward, we'd probably be doing it.

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So write that down. What are the challenges that get in the way? Is it your motivation, is it the knowledge, is it the money for your business, or maybe it is your own health that's causing you to look at the challenge because we are talking about small business here and often if your health goes down, that affects everything in your business, maybe these are the things that you got to look at. Like your time management, or your personal situation, is it the people, maybe you just don't have the right people in place or maybe you need some help.

Whatever it is, write down what the challenges are. What's going to cause you to become stuck? Once you can see what they are, then you can actually start looking at how you can make some changes around it and get some help on those areas.

The next thing I would do is, it is really important to do a SWOT analysis in your business. Strengths, Weaknesses, Opportunities and Threats in your business.

We know it is easy to write down what the strengths are of your business but then, look at your weaknesses. What are the weaknesses in your business?

In small business, many of the business owners that I have worked with, they see the problem because caused by everybody else, except them and more often than not, it is really them that have caused so many of the issues to occur and that is what they haven't got the right people in place and that is why they haven't got the business that they want, it is because of the way that they operate.

So write down what are your Weaknesses are.

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The next thing, write down what your Opportunities are.

There could be a lot of opportunities sitting right there, right now, you're just not aware of. It could be that there are other markets; you could be doing business with someone else in a complimentary business. You could have your current clients, you are not maximising them and looking after your clients or you haven't done anything with them yet. Maybe the opportunities are there to do some marketing which you haven't done in the past. Have a look at those issues.

And then the next thing is look what are your Threats are.

It could be your industry, maybe you have to get up today, if you want to be ahead of the crowd. You have threats as far as competitions are concerned if you are an accountant or financial adviser or a business coach. There are thousands of people out there, who do similar things, so how do you differentiate yourself? So have a look at the threats.

Another threat could be your staff. Staff can make or break any business. I have worked with business owners that basically totally being reliant on someone that they've been paying \$20 or \$25/hour and when that person has left, because they haven't address the key issue of the business, they virtually has lost their business because of that staff person so have a look at that. Maybe, that could be a threat for your business.

Another threat for your business could be again, yourself. Your own self motivation, and also your health. I always bring about health and fitness. The many business owners that I have seen, a big threat for them is going to be their health. Particularly those who are over the 40 year mark who do not take care of

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themselves and that I hate to say it, is the majority, not the minority. That would be a threat.

The first one that we looked at is:

1. Setting Your Goals.
2. Looking at what challenges you have in-front of you and doing a SWOT analysis, Strengths, Weaknesses, Opportunities and Threats of your business.

Next thing I would be looking at is:

3. Your Competitors. Who are they? By the way, you may not have any, but for a lot of you, you would have competitive. So it is worth while doing an analysis of the competitive that you do have. What do they do? If you have got them. What do they do well? And what don't they do well? And this will give you an idea what you need to be doing to stand out from the crowd.

The next important thing is:

4. Looking at who your ideal client is. A lot of time is wasted searching for every man in this world instead of really narrowing down who your ideal client is. Who you are marketing to?

For example, one of my clients, runs a personal training business, and when we looked at at his business, originally we was focusing his business on corporate male, but it turned out that his core business when he really reviewed it, came from women age 40-45 who actually are the corporate wives because they are usually

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the ones who make all the decision and they are the ones around to do the trainings.

So that's who we focus his ideal client on. So therefore when he did any of his marketing, that's when he ended up talking to them and he attracted them into his business so he had activities that would make sure that they would come to his training sessions.

Have a look at who your ideal client is.

I have another client who is a financial adviser. They do take other people on board in the business but their target market is at medical profession. So look at your clients and who you have currently being servicing and see what the commonalities are in your business. Because once you have identified who your ideal client is, then you stop wasting time on everybody else and start focusing in on them.

This year, to move ahead, and get organised and focused for 2010, you really need to have a look at your team. Do you have the right team in place? Have you got the right help that you need? What are the characteristics you require in you require in your business. Are they the right people for you?

Something really interesting, a lot of people hire in a hurry and take forever to fire when they found out that their team members aren't working effectively or they're just not a good fit. You should always hire on attitude, you can always take the skill afterwards. In the Productivity ad Profit Home Study System, there's a CD there on 'How to Train Good People', I strongly suggest that you have a good listen to that, because that will help you managing your team more effectively.

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So write down what would be an ideal team member for you. What do you need and in what regard?

The next area we are going to talk about is: The Critical Success Factors to your business this year. We just spoken about your goals, challenges, your SWOT, your competitive, looking at who your ideal client is and we also looked at your ideal team.

I'd like you to write down as a result of going through that process, what's critical to your success this year to get the results you want to get those goals. Write down a list of what's critical by going through those processes that will help you see what's critical.

I am going to share with you some strategies to help you move ahead and particularly around marketing.

Marketing Strategies. Many business owners just don't have enough business and it is because they don't address the issue, they don't allocate enough time, they don't address the issue of marketing, they tend to crank up marketing when business is not so good rather than keeping cranky all year round, so, here's some basic around marketing.

I want you first to look at what's already working for you. And if you've already got different means of marketing that worked for you already, it could be advertising, joint ventures, e-zine...whatever it is that you do, keep doing it. Do not stop. It doesn't mean you are going to add more things to it, if your marketing is working well for you, then don't stop doing it. It doesn't mean you are going to put more activities on top of that. Keep doing what's working.

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Now, if you are looking to increase your marketing, here are the basic things you could be addressing right now if you need to this.

1. You need to stay in touch with the clients that you've already got. It is so simple and easy to do. Have a regular newsletter or an e-zine on a regular basis with ideas to help them in their businesses and in their lives. Do that in a consistent regular basis. Staying in touch is absolutely vital, you want people to think of you when they need your product or service not somebody else.

Again, all of these things that I am mentioning, most of that will be on your Productivity and Profit Home System.

Another marketing could be, again depending on your business, around advertising. One of my clients is a financial adviser and someone has suggested to him, one of the partners of the business, that they actually pay to advertise on the radio and they'll be paying a thousand a month to be out there to have this branding awareness because somebody else is doing the same thing and when I'm got them to track what's going on with it, they haven't got any business whatsoever out of it. That will be wasting a thousand dollar each month doing this branding activity which has given them no benefit at all. Just have a look at that.

I did mention before about staying in touch with the client. Giving them a call on a regular basis is a good strategy too. If you can't do it, there'll be people in your business if you've got them that could maybe do the calls on your behalf.

Don't look at doing everything yourself, look at outsourcing as much as possible.

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Another great marketing strategy, again depending on the business is Speaking. It could be an association meeting or a club meeting, depending on what you offer. Have a look at speaking because you've got a whole lot of people in front of you all at once and today with Social Medias, (twitter, face book) learning how to utilise those effectively for your business, could be very profitable, again, it all depends on the sort of business that you have and you would need to learn the strategies around that to make it work. Just like anything, you need the knowledge to make these things work otherwise, what will happen is you'll blow your money and waste your time.

Have a look next at your **Operations Strategies**.

What do you need to change around the operating of your business? Do you need to get a database? Or update the database? Database is critical. Software may need to be updated, new computers perhaps; maybe your old computer is a bit slow. Have a look at these things, addressing the operations of your business is so important because it will save your time and will make you money. Perhaps you have to look at the premises this year, are they suitable for your operation? Maybe you need to downsize. Perhaps you might need to do some renovation or slight changes to the office so you can work more effectively this year. Have a look at the general equipment you have, what you need to work well.

Now if you've got people working for you, are they doing it well? Perhaps you might need to restructure the current team that you have. For those of you who are solopreneurs or micro businesses and you need help? Look at getting some remote staff. Remote staff could be a solution for you, again it depends

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on your business and what your needs are. But have a look at that. You don't have to have people in your office working side by side by you.

Look at your team as well. Review their job description. What does everyone's currently do? You find that when you hire people, you may have a job description for them when they started but chances are their roles changes dramatically and they are not doing what they are meant to be doing when they first started out with you. So do a review of what everyone's currently doing and then see if what they are doing and what you need match and if not, then you need to make changes.

One of my clients, he didn't have enough staff in his office. One of the strategies to build his business was to put out a regular e-zine and he didn't have the right people in his office to do that with the right skill. They could do it but it would take them away from the tasks they are already doing. So I referred him to an assistant to help him and that person does the task in a fraction of a time is an absolute relief of client's time. Another thing is when you've got staff, up skill them, develop them, train them. You may not be the one to do the training, get them in learning about how to do things more effectively, their time management, don't take it for granted just because you may not be organized that they are, chances are they are not. People need to be taught skills and to be developed on a regular basis and if your team hasn't any training, for the last six months of any kind, you need to look around to see what is out there, to get them knowledgeable and relevant and up to date because if they're green, they're growing and if they're ripe, they rotten. Go out there and source what is required to help your team be more effective because if you don't do that and you do not lead by example, they don't have any additional knowledge to help you grow your business.

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I have virtual staff and I have them do all sorts of things to improve their knowledge. Make sure you are learning, you are growing and the same is happening to the people that work for you as well.

Let's move on now to looking at the **Financial Strategies**. Now is a great time to restructure your finances. It doesn't matter what background you are from. Look at the way you've got your finances setup for your business. Is it the right structure? So have a look at your loans that you may have. Is there a cheaper, more effective way that you could have these loans? Because there's a great way that's actually saving money as well but because so many business owners are time poor, they're so busy running all the time but they stop addressing this basic issues and you may bring business in but it could be pouring out the other end because you don't address the basics in the business. So review not just your income but also your expenses. Perhaps you need to change your terms and condition for payments as well. Perhaps this could be a good time for you to increase your fees on your products or services.

So, going through these, we've just spoken about Goals, Competitive, Your Ideal Client, Ideal Team, Critical Success Factors, Marketing Strategies, Operational Strategies, Team Strategies, Financial Strategies and now we come to prioritizing those strategies.

I want you to choose the Top 5 Things that you need to do for your Marketing this year. The Top 5 for the Operations of your business. We only choose 5, if we choose 55 you'll never get them done. The Top 5 Things that need to happen to get the help you need, the right support for your team. What are the

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Top 5 strategies that you have to address for your financial situation.

I want you to go through that then you choose the highest priority and get a diary and start planning for it. When you are going to do what? When are you going to review the finances? Put it in your diary. Allocate the time and actually do it.

What happens to a lot of people is they have these goals, they have these ideas and going to do things and they never get around to doing it. So if you will just allocate time to get things done, this year could be the best year you've ever had.

I wanted to share with you some other basic tips to help you as well. I call it **10 Ways to Accelerate Your Success**.

1. **Clear Out The Clutter.** Common sense stuff but just do it because it wastes your time and it wastes your money. You will be able to focus more clearly without the clutter.
2. **Do what you do best and delegate and outsource the rest.** Improve your strengths and delegate your weaknesses.
3. **Get Yourself Fit and Healthy.** Work out what you need to do to get into shape and get moving. Get the help you need. Many people can't do this alone and that is because it is too hard on their own. Engage the help that you need because after all without you, what happens to the business? How many people are relying on you to make it all happen? You should be your highest priority.
4. **Talk with your team.** You just got to start speaking with them, get their input on how your business could improve and how they can help you. Find out what you too can do to improve.

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5. **Look after your clients.** Because without them you don't have a business. Perhaps sending a special Thank You card, phone call or gift occasionally. These things make all the difference because most people in business do nothing. I have recently sent New Year's Cards out using SendOutCards which we spoke about on our December call and it is not Christmas cards because you'll just get lost amongst the clutter. I have not had any New Year cards sent to me and I'd be appreciative of that. So again standing out from the crowd, doing something that other people won't do.
6. **Take control of your time.** Set a work schedule for yourself and plan each day so you can focus on your goals.
7. **Avoid negative people.** Misery loves company. They'll pull you down and your motivation. You must be around the right sort of people if you want to move ahead on your business otherwise you are going to get drag down.
8. **Don't expect everyone else to change.** To achieve what you want, you are the one who has to change and your action speak louder than your words. You are the leader so it is up to you to lead.
9. **Invest in yourself.** Words to be removed from your vocabulary if you want to move ahead fast "I can't afford it" instead ask yourself How You Can Afford It. To take your business and your life into a higher level, you have to invest time, energy and money that is if you want results quickly.
10. **Be very careful who you listen to.**
When you know what you want to achieve in 2010, it will be much easier to source the products and services that are right for you. There are many people who are willing and able to relieve you of your money just make sure that they can deliver on their promises.

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Just recapping again on what we spoken about this morning.

1. Looking at your goals, writing them down.
2. Challenges
3. SWOT (Strengths, Weaknesses, Opportunities and Threats)
4. Competitive
5. Ideal Client
6. Ideal Team
7. Critical Success Factors
8. Marketing Strategies
9. Operations Strategies
10. Team Strategies
11. Financial Strategies
12. To prioritize those strategies and put them into an action plan, allocating the time for it.

So it's the little things that make a massive difference. Just before I open the line and take any questions, I just want to share with you a story about one of my clients. It is about common mistakes business owners make that makes them work harder, lose money and destroys their lives. I hope that this year that you are not in this predicament, or you may have been in this predicament before but there's no need for it to happen to you again. Make sure that this year is a time for change.

A client in an air-conditioning business contacted me, he was at the point that he wanted to shut down his business because he felt that it is ruining his life. John was in so much pain, he thought that the only option is to get out of business. It is quite sad isn't it? I've had many people come to me in that situation and because they weren't working smartly enough, they just didn't know what to do to make it all work. He was doing installations and maintenance in the daytime and after work, he

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was up until midnight to the paper works. He had a young family at home and he had little time to devote to them. The kids were growing up quickly and he was missing up on their childhood.

At work, he had two guys working with him to share the work load. Because he was busy, he didn't have the time to teach and train them properly. They make silly mistakes on the job and that would cost John more time and money fixing up the problems. John suffered in many ways by physically and mentally. He had a bad back as well, he was overweight and grumpy so nobody wants to be around him. No wonder why. He was trying to do it all himself and up to this point, he never invested more time or money learning how to improve his business. All he done was going to business being good at what he is good at but didn't know how to run the business effectively.

The first thing that we look up is freeing up his time. That he had the weekends off and enjoy more family time during the week. Prior to that he used to spend every minute working on his business. We look at delegating the invoicing and his situation, he only require a part-time bookkeeper to focus on this area. He used to spend 6 hours a week on this time-sucking activity. So he had the whole day a week doing something he was no good at anyway and he paid someone \$30 or \$40 an hour to get it all done in a fraction of the time.

He set up checklist for his guy so they knew exactly what they had to do, to stop them wasting time.

There is something here about checklist and also having time sheets to actually see what they are doing in their time because

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that really tells you what's going on. I strongly suggest everyone to have timesheets.

Using a checklist saved John two days a week and also saved him thousands of dollars in materials. In the past, the guys didn't write down all the parts they were using on a job.

He organised structured weekly meetings. I shared with John how to effectively communicate particularly with the younger generation because he had youngs. The guys were young. What motivated them? And then John was able to set up an incentive program to ensure that his staffs stay motivated and that they stay happy in their workplace and that they strive to improve their performances.

I also had John see the appropriate people to get his health on track. This is the great time of the year to get all your check-ups done, absolutely vital. With John, he visited a local holistic centre; he got a complete check up and advises on what he needed to do keep optimum health. He had experience ill health previously where he was unable to be involved in his business and he lost thousands of dollars as a result of it. But you know what it was all self-inflicted. It all could have been avoided.

The next thing we did was we make sure he allocated regular time to work on his business. We'd also look at how to leverage on the products and services he already had so he didn't work harder just smarter and he made more money. See, often people keep trying to expand what they offer to their clients and that's all well and good however sometimes you can maximise what you already have in place if you just took the time to look and analyse it.

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John learned to say 'No'. He became more aware of what activities he's prepared to do. He now knows what to say no to because he knows what he is aiming for, what his goals are. He has realized that for him to achieve his goals he has to be very discerning with his time.

John realizes he must lead by example. He's the owner of the business and it is up to him to set the pace. If he wants his staffs to be organized and effective he needs to practice what he preaches. John's key role is being the marketer of his business.

So, that's a little bit about John's story and if you follow these basics that we have shared today and actually go away and do it, you'll find that 2010 will be much bigger and brighter for you.

Ok everyone, so that's it from me today Lorraine Pirihi, The Productivity Queen. We've covered a lot of things today to help you really move forward and get organised in 2010. What you need to do from today's call is make sure you'll write down what applies to you and start taking action because it is all in the action that makes a difference. Look forward to talking to you soon and have a great couple of weeks. This is Lorraine Pirihi signing off.

*****End*****

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