

Here's how
to achieve a
breakthrough
in your
business!

THE **6** BUSINESS ESSENTIALS

**A Guide For Gaining Better Control
Of Your Business And Unlocking Its
Full Potential**



Hi —

My name is Asa Beavers. I help small business owners get past what may be holding their business back from reaching its full potential.

I do that by helping business owners identify the bottlenecks that impede growth and implement business strategies that result in more sales, better profits, stronger teams and less stress.

This short guide provides The Essentials to help you move along on your journey.

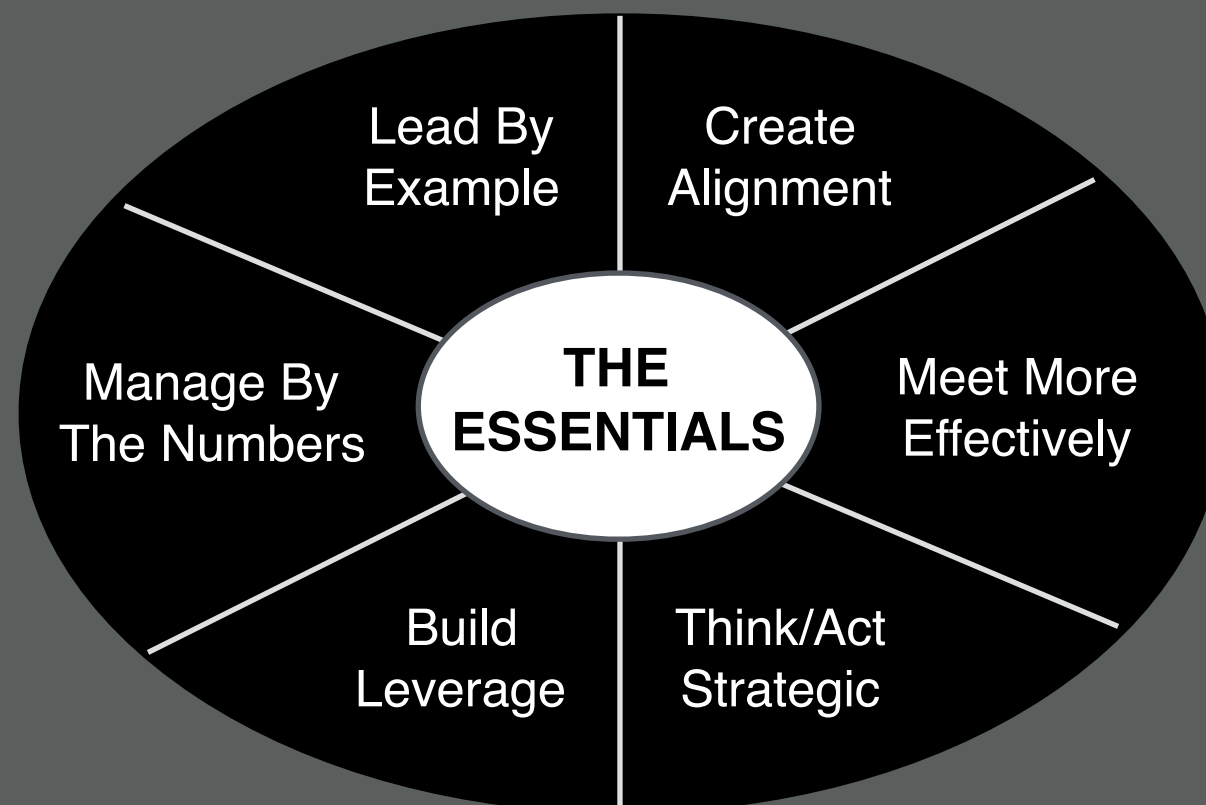
Here's why your business may be falling short of reaching its full potential...

There are literally hundreds of things you can do in your business that will lead to more sales, better profits, and a stronger team. But unless you have already learned to master the essentials, chances are you're working hard everyday IN your business just to keep everything running smoothly. And it's probably leaving you feeling stuck, frustrated, overwhelmed, and even indecisive on what you need to do to achieve a real breakthrough.

Start here...

Making time to work ON your business is a problem most business owners have faced and it's not an easy one to solve. When I say working ON your business, it's the quality time you devote to thinking strategically, planning the future, analyzing results and discovering trends, uncovering bottlenecks and identifying solutions, and orchestrating changes necessary to keep it healthy and growing. And as the leader of your business it's your role to be strategic, analytical and forward thinking.

Use The Essentials to guide you as you work ON your business to achieve the breakthrough you deserve...





1 *Embrace the role...*

Lead By Example

Passion only goes so far...

Many people become business owners out of passion. They believe so much in their products or services they risk everything to build a business around that passion. Before long they find themselves working endlessly in their business. With employees to manage, customers to serve, and the pressures of growing while remaining profitable, finding time to focus solely on improving business operations is lost. And at this stage, if not you, then who is going to lead the business into the future?

Leadership inspires others to share in your passion...

While you may not have known what to expect at the start you quickly learn that every decision you make and every action you take has a direct business outcome. People look to you to set the example of how things should be. You have a massive amount of influence. By embracing the leadership role, you inspire others to share in your passion.

A person's hands are holding a black compass over a mountain landscape. The compass is open, showing a white face with black markings and a red needle. The background is a blurred view of mountains under a hazy sky. A large white number '2' is on the left, and the text 'Set the direction...' is in a white serif font on a dark, tilted rectangular background.

2 *Set the direction...*

Create Alignment

Your way, or their way...

As a business owner, the person most responsible for its success or failure, your business has an identity. Most notably your identity. But since it can't talk itself, you have to do the talking for it. Unfortunately, many small business owners are notoriously silent when it comes to sharing what they're thinking. They have a direction for the business in mind, but struggle putting into words to share with those who can help. If your team members don't understand the direction you have in mind, chances are they'll find their own ways of doing things.

Unlock and align the culture of your business...

What are the core values you want every team member to emulate? What is your vision for the business? What do you promise your customers? What do you want them to feel as a result of doing business with your company? Why should customers choose your business instead of the competition? By answering these questions, you unlock the culture of your business that the rest of the team can align themselves to.



3 *Keep score...*

Manage By The Numbers

Without a running score it's tough to adjust...

Don't you love playing games and competing with your friends for bragging rights? So do your team members! Businesses often fail to take advantage of this innate desire to win by not effectively measuring results during the month. If the only goal is a monthly revenue goal and it's measured after the end of the month, by then it's too late to make adjustments that could have affected the results. How will your team know if they are winning or losing during the month and adjust accordingly?

Make your business a game and have fun...

When you put key performance indicators in place to keep the score of your business during the month your team will know daily where they stand in relation to the goals for the month. It puts you in a better position to make decisions and adjustments quicker. It makes managing your team easier since they know exactly what's expected of them. It can even lead to having more fun in your business by treating it more like a game.



4 *connect the dots...*

Think & Act Strategic

Hope isn't a good business strategy...

Getting things done in your business requires having a process, following a system, essentially connecting the dots in a logical manner. That doesn't always happen in a small business environment. Instead business owners learn about something that's working in another business, tell the team this is what we're going to do, and then expect them to implement it. More often than not the results are only so-so. There's a good chance the strategy isn't going to stick. This is called "winging it" and then hoping it works.

A recipe for getting things done...

When everything's a priority, then nothing's a priority. Choose just several key initiatives at a time that could have the greatest impact on your business. Create action plans that detail why you're doing it, what you're going to do, how you're going to do it, who's responsible, and when it can be expected to be complete. Now you have clear accountability for the most immediate priorities in your business and a recipe for getting things done.



5 *Avoid meeting stew...*

Meet More Effectively

Boring, ineffective meetings cease to happen...

Having clear communication in your business and with your team is crucial. Meetings can be effective, but too often they turn into meeting stew where business owners try stuffing too many topics into a single meeting that lasts too long. Top priorities are often overshadowed by too many topics and participants leave without clear direction on the most important things. The result is boring meetings for both leaders and participants, and then they cease to happen.

Frequency and length is the key...

The solution is to have more meetings... that's right, more! Not every meeting has the same purpose, and they vary in length and frequency. Implement short daily huddles to focus on issues at hand for the day. Weekly meetings to review results and actions related to top priorities. And monthly meetings for strategy discussions. Frequency and length are key to having clear, effective communication that leads to the results you're looking for.



6

Get more done with less...

Build Leverage

A full time job isn't what you originally had in mind...

Many small business owners struggle with growing their business beyond it being a full time job for them self. The success or failure of the business falls squarely on them being fully engage in the business day-in and day-out. Instead of being strategic, analytical, and forward thinking, they end up feeling stuck, frustrated, overwhelmed and even indecisive. They lack leverage.

Divide to multiply...

The best way to start to build leverage in your business is to identify tasks you are currently doing that could be done by someone else. Find chunks of time currently devoted to one thing that can instead be used to work ON your business. Time, money and people can all be leveraged. Eliminate things you're not good at, or you don't find enjoyable, then use that time to get more done with less effort by you. Leverage means dividing tasks to multiple results.



Take The Wheel.

It's in your hands, so drive it like you stole it...

Whether you believe it right now or not, you are in full control of your business. The challenge is always going to be trying to stay ahead of the growth curve. The best way to do that is to carve out the quality time necessary to work ON your business. And when you do carve out time, knowing where to focus that time.

Master The Essentials...

By mastering The Essentials, you will have put in place alignment and accountability while establishing yourself as a leader who inspires others to share your passion for

your business and the customers it serves. You're now prepared to eliminate bottlenecks and implement strategies that lead to more sales, better profits, stronger teams and less stress.

If you're ready to accelerate your business and you're not sure where to even start then your next step is to...

Schedule a Triage Call... to talk with me about your business. It will be an opportunity to quickly assess your situation.

This is where we get to know one another and see if it's a good fit. We'll explore where you are in your business, and you'll discover how we'll work together. We will both know by the end of the call if it makes sense to take the next step.

Click to choose your time...

Or call 919-656-1180