

## 10 Tips: Make 2019 YOUR Year

### 1. Keep People Front and Center

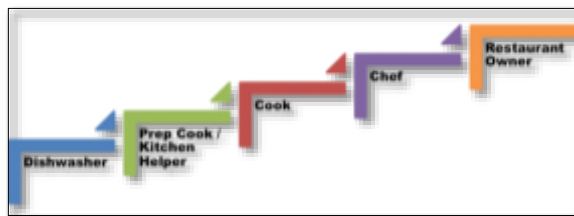
- Entrepreneurship is about people, whether that's customers, employees or investors.

### 2. Catch up with your customers

- Check in to see if they need anything in 2019
- What new products or services you are offering in 2019 that might give them the competitive edge

### 3. Employees

- Lets face it, we need our employees to be out there kicking butt
- Check in on what motivates them
  - If money or becoming a manager motivates them, put together a [career ladder](#) for them to visually see what they need to do to move up in the company
  - Include raises or bonuses at each level
  - Include certifications at each level for them to advance



- See what they need – retain good talent!
- Trainings? Check in with your Department of Labor to see if there are training grants for your employees to get new certifications. In Montana, we have [the Incumbent Worker Training Grant](#) to help cover costs

### 4. Referral Sources

- Take them out to coffee or invite them into the office to see what you have been working on
- These folks are your cheerleaders
- Ask them for reviews on your social media pages and you return the favor

## 5. Focus on your profit margin

- Focus on increasing your margins, not on more revenue

Example:

	company 1	company 2
revenue	\$500,000	\$1,000,000
expenses	\$230,000	\$580,000
profit margin	54%	42%

## 6. Work on your business, not in your business

how to  
**Work ON Your Business**  
7 Focus Areas for Growth

Your business can only grow as big as you. Who do you need to be to grow the business you desire?

**1 Develop Yourself**

Keep on top of cash flow, and hold profit margins strong. Avoid the trap of being a busy fool.

**2 Financial Control**

Good people willingly move mountains for great leaders. Will they do it for you?

**3 Leading & Managing**

In business, everything revolves around leads and sales. Focus your marketing on generating leads, not just 'getting your name out there'.

**4 Lead-Gen Marketing**

Eliminate procrastination from selling with a sales process and deliberate sales management.

**5 Solid Selling**

Run your business with procedures, standards and automation so you're not constantly bombarded with questions and interruptions.

**6 Systemise Operations**

It takes Peak Service to create delighted customers. Satisfied customers is all you get with 'good' service.

**7 Customer Experience**

The **DOUBLE** YOUR BUSINESS Coach

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## 7. Think in New Ways

- Look at what your customers or community needs are and address it!
- Do we really need another brewery?!

## 8. Its OK to say No

- If it's not in your wheel house its okay to say no or bring on independent contractors that know what they are doing to help you do the job well.
- It can sometimes create demand

## 9. Work on your exit plan

- Is your business worth anything?
- Accurate bookkeeping
- Profit margins
- Healthy business – does the business provide benefits to you and your employees?
- Build your team of experts and advisors including an accountant, financial advisor, insurance agent, business lawyer

## 10. Protect yourself

- Do you have a plan for your business if anything happen to you?
- Do you have a [keyman life insurance](#) policy on your best employees?
- Disability insurance
- Life insurance

**Thank you!**



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Ask me how you can get involved!

**Prospera**  
BUSINESS NETWORK

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