

## **My Birthday Bash - How This Marks A Great Time In Improving My Business Profits**

by GregDeTisi - Wednesday, September 25, 2013

<http://THE SMALL BUSINESS GROWTH BLOG.COM/2013/09/25/improving-my-business-profits/>

My Birthday Bash - How This Marks A Great Time In Improving My Business Profits

## **My Birthday Bash - How This Marks A Great Time In Improving My Business Profits**

**Excuse The Mickey Mouse Balloon I Was Given Him And He Was Very Well Behaved!:) Just don't have Mickey Mouse Business Profits!**

**YOU SHOULD ALWAYS BE LOOKING TO IMPROVE, INNOVATE, INCREASE YOUR BUSINESS CREATIVITY, ETHICS AND BOTTOM LINE AS THIS IS THE ONLY WAY TO BUILD A LONG TERM SUSTAINABLE WORTHY SMALL BUSINESS MODEL.**

Now, what has improving my business profits got to do with my birthday? Well, I had a great time the other day if a few too many drinks, and a great meal. I was 39 yikeeeees. But what really mattered about 'another birthday' for me was **HOW MY LIFE AND BUSINESS HAS IMPROVED.**

So what was significantly different or better?

**Let's start with what it means to me to have a birthday:**

Just like any other birthday I guess, lots of fun spending time with family whom I love dearly and indulging a fair bit in rich food and drink, and also it reminds me of how fast time moves. But, I wanted to share and write about what I have done up to now to be continually improving my business profits and hopefully this can help your Small business also?

### **Up for it?**

I have my goals, and each goal is measured by the work it will take to get me to my DESIRED CONCLUSION. So in a way, I love birthdays as they mark where I am. A bit like a point of reference and a review of my life and business.

By the way - I measure my results with my team every week these days, and forecast predicted revenue and costs etc, so, i don't just wait until my Birthday to look at what I have been able to achieve.

As you probably know, if we don't measure our successes then how can we become better?

## **But How Do I REALLY Improve My Business Profits?**

**Well, breaking it down I look at what is required to get me from point A to point B in the most effective and efficient and best way possible.**

**It is as simple as that. The reason why most people FAIL in life, in relationships and in business over long periods of time is that - in fact THEY HAVE NO GAUGE to how they are doing. I'm not suggesting that some kind graph is necessary for friendships, but I do believe that we can always adjust, make changes, tweak our behaviours, seek understanding and become more aware of what we do. So - business is no different really.**

**So can we ask better questions, communicate, listen to others more or always stay flexible and open minded?**

**Do we struggle if we are stuck in our ways sometimes? Sure, we can do!**

**In business I like to communicate with my team members, clients, students and also my family all the time, and I always ask them what I might do better or improve upon. In doing so we all grow and improve.**

I am not afraid to admit mistakes, tweak, change, let go of, create, improve, grow, bring in or whatever is needed to better become aware.

And of course this helps me to run my Coaching business in the best ways.

I act as a leader should act, although - looking at the Mickey Mouse balloon you might be thinking that I look like a massive kid who doesn't take life too seriously. And guess what I DON'T! I don't take life too seriously ever, and I love staying childlike and having a curious fun filled mind 'BUT' i take my business numbers very seriously. I always have fun - but there is a BIG difference between aimless fun and competence. We can enjoy our roles, and I do so every day, but I also fully understand that I need to be on top of my business operation every day.

One thing I always do is to GET FEED BACK!

Not just with teams, friends and family, but with customers.

Whilst 'I am what I am' - i also know that life can always be learned from and I can stay open to this.

## **My Birthday Bash - How This Marks A Great Time In Improving My Business Profits**

**How can I better serve?**

**How can I deliver greater value?**

**How can I understand more?**

**How can I create even better products and services?**

## **How can i grow my business numbers month on month ethically and honestly?**

*So, being open is REALLY powerful as it allows me to ADJUST and IMPROVE and even INNOVATE on my ideas and move beyond previous expectations. I also know that i need the right tools and resources in order to be my best, so my suggestion is to never cut corners of business costs on second rate tools.*

By seeing my numbers for previous months I can see that work is needed to increase revenue and even reduce costs.

A part of growth consists (for me) of experimentation. Trying different ways to market, promote and share. I share content, I create videos, I write books, and I speak to others online and offline. But i also use software to tell me what my numbers are.

To begin with have you written your business plan yet?

[CLICK HERE TO SEE BOW TO WRITE THE PERFECT PLAN](#)

On that plan you will:

- write your financial projections -- which will help you to understand balance sheets.
- Executive summary -- a snapshot of your business
- Company description -- describes what you do
- Market analysis - research on your industry, market and competitors

With a solid start you have more chance of understanding your growth goals and less risk of failing. But you will also have your team measure and manage the numbers have projected figures for growth. Without knowing the growth goals and having a solid vision for increasing numbers there is nothing to gauge your growth against.

**I also recommend that [YOU GRAB THIS FREE BOOK BY CHRIS CARDELL](#) to help you understand your tasks and the roles of your team to grow your business in the most effective ways.**

*There are many ways to grow a business - but of course each area has to be fully understood and implemented effectively.*

For example, one thing I love to do is to create videos in order to teach others WHAT I AM DOING. But I also understand that - if they don't bring me traffic which I can turn from leads into sales then I may be wasting my time in making them. And this is the same with any area. Making videos not only creates a marker for me BUT, it shows others how to do the same. It is very important to me to share what works otherwise I would be just SELFISH and be more like big corporations who rarely care about being personal. In separating myself from the masses there I attract more business and more clients.

I am a selfless small business guy, so it gives me great pleasure to share but I also have to know that it's worth it.

In defining the most powerful areas for growth I can scale these up and focus more of these with my team.

**How are you currently measuring your efforts in the way of collecting data, knowing your Key performance indicators and defining your goals?**

TIP: [I recommend that you read here the 9 ways to measure and analyse growth to help you master this.](#)

*Guess what this does for me? It is Improving my retention, repeat custom, referrals and my revenue.*

This is because I understand what I put into measuring and also what I GIVE to every customer and client.

So, thus, i am on top of my organisation and I also go out of my way to build trust and loyalty.

How do I help y team to ensure they do what is necessary?

**WHAT I LOVE TO DO IS EMPOWER THEM TO BE LEADERS AND BE SELF SUFFICIENT AND TAKE CONTROL!**

I empower others and reward them also and in so doing i build strong foundations, i grow my productivity rates and I have happy teams.

My Small Business consulting business means I also help my clients to reach goals create results and surpass their own goals.

And as I adore helping others with their business ideas and helping them turn these ideas into fully functioning business models which they can be totally passionate about it's a pleasure for me every day. It's win win!

## **My Birthday Bash - How This Marks A Great Time In Improving My Business Profits**

**So, now, how can you better improve your Business profits strategies?**

**What have you already implemented around this in the way of improvement or innovation?**

**What systems and structures do you have in place to manage this?**

**Who is helping you with this and what solutions are being actioned and implemented?**

**How are you measuring this with intelligence and with an open mind?**

## **When will you set this up and who will help you with this?**

### **I want to share a term I like to use called ISOLATION**

The first thing we need to do is to determine exactly what we offer and why our customers or clients will choose us over others.

When we know what we do differently we can implement the right strategies. If we don't know WHY others will choose us then why waste time on doing what I have talked about? So, we have to start with research and defining our core customer.

Now, I know it sounds a bit like an army based strategy here, but when we ISOLATE the right tasks and important GOALS for the day, week, month and even year and TARGET ON THEM WITH PRECISION this is what will make the biggest difference in your operation and also enable you to stand out above competition.

## **Let's look at those key words I use to continually keep Improving My Business Profits:**

- > TARGET = Find out who my customers are, where they are and why they will want my offer based on deep research
- > ISOLATION = Only spend your time, marketing, promotion and efforts on them and measure effectiveness
- > LASER FOCUS = ensure your teams efforts are clear and direct and all know their role and their daily tasks are clear and concise
- > PRECISION = develop the right marketing mix & words & appeal to speak to target audience and ensure this is managed and monitored
- > STRATEGY = Formulate your plan & vision and mission and ensure all understand it and have team meetings daily regarding revenue goals

**These are the ways I am constantly Improving My Business Profits.**

A BIG MISTAKE MANY MAKE IS TRYING TO FOLLOW TOO MANY STRATEGIES OR OVER COMPLICATING THIS RATHER THAN DOING WHAT IS ABOVE

THEY HAVE VARIOUS ROLES INSTEAD OF DEFINED ROLES.

THIS CREATES HARD WORK CONFUSION AND OVERWHELM

WITHOUT CLARITY THERE ARE POORLY MANAGED TEAMS AND RESULTS

Create a great structure first. And get the help if you need it, but just ensure you understand each role.

*Something I do is to take Ideas and learn to improve myself in order to beat my competition. And as I learn I share what works.*

I also keep things  
as simple as I can.

One thing I like to do is get a cork board, a bit like the ones you use in the kitchen to pin up recipe ideas and stuff. Then I get small pieces of white paper and write down each of my businesses in the centre of the paper. I next branch off from those subjects the tasks that are required in order of importance.

After that - I will put my businesses in number order of importance with regards to when the TASKS NEED DOING MOST. GUESS what? This is continually Improving My Business Profits and its a simple and somewhat old fashioned technique but it works for me and allows me to then share with my team what needs doing that day.



My Birthday Bash - How This Marks A Great Time In Improving My Business Profits

**What I am doing here is in a sense isolating my most important ACTIONS REQUIRED THAT DAY AND WEEK to get me and my goals ACHIEVED at the desired times.**

This really is at the foundation of my success and it could be yours aswell. YOU DON'T NEED ALL THE ANSWERS YOU JUST NEED ORGANISATION OF YOUR WORK. This way you.....

- > SAVE TIME
- > SAVE MONEY
- > SAVE STRESS

**This in turn creates a positive expectancy which drives you forward.**

*Here the truth about when you get stressed about success.....*

The reason why so many business owners struggle is because they simply do not manage this enough thus they struggle, get annoyed and this makes it tough to create the clarity needed which can build desperation, depression and even destruction. What then occurs is a downward spiral where there is less care and attention and eventual failure.

**On the other hand you can spiral the OTHER WAY. Upwards with growth.**

If you plan properly you can CREATE POSITIVE MOVEMENT forwards on a consistent basis you can then become a top performer.

You can create more ENERGY and FOCUS and this helps to MOVE FASTER and more DIRECT in a POWERFUL WAY that NOTHING CAN STOP!

## **My Birthday Bash - How This Marks A Great Time In Improving My Business Profits**

### **Improving my business profits conclusion**

**Take what you need and apply it as it works for me, but also be sure to feel what works best for your organisation - and tweak what is necessary.**

Each business is different, each culture is different, and so each business will have different ways of doing things. so we need to be able to work with these and apply with our teams what needs most attention. Communication is at the forefront of this, as each part of the process and each activity requires understanding and transparency. Be sure to listen to others and not be too ego driven to only focus on profits and not on people.

The people create our profits.

I care about my teams, as I stated before and I care about my customers and the readers of my blog, and this means that I can deliver my best ideas but also get that feedback in order to stay open and willing to take on board ideas and suggestions. That's how I grow!

### **This can create MASSIVE CHANGE AND POWER**

As I grow I can also help others grow. This is what I believe in.

Just imagine a world where most of us are self sufficient and can live lives by design and by choice.

It would create a much more positive driven society when more are passionate about what they do, and where there is interdependence where we all help each other to become what we really to become. Empowering and sharing and increasing others successes and at the same time our own. And this my friend is how I am Improving My Business Profits always.

The truth is that - at any point any of us can take greater control and **MAYBE WITH SOME GUIDANCE** more of us can thrive.

I have already helped many people from all over the world to **TAKE CONTROL** and live extraordinary lives and I am honored to do so.

**[IF YOU NEED HELP WITH THIS THEN I OFFER MY 1ON1 SESSIONS HERE](#)**

*Have a look and see for yourself how you to could be designing a business and life which you love.*

As always i wish you the very best

Greg

[WORK WITH ME HERE](#)

[READ MY BOOKS HERE](#)

[BUY MY \\$10K PER MONTH PASSION TO PROFITS COURSE HERE](#)

Improving My Business Profits