From the Handbook of Business, the Bible

18: The truth shall make you free

Over the years, I've asked many tradies a question - *how's business*? Two replies I'll never forget…

…The first, "*I'm passing time till I die*" and…
…The second, an air conditioner repair guy up on a roof, "*it's only October and I'm already sick of it*"

I knew both of them and was glad not to be their customer! The truth is, they were in a kind of self-employed business prison; working alone; no joy, just more of the work they'd grown to hate.

When Jesus declared, "…*you shall know the truth, and the truth shall make you free*" (**John 8:32**) He was referring to spiritual truth; but there is a principle here we can apply to business. Although, I would add, "*it's the truth understood and applied that will set you free in business*."

The truth is, neither of those tradies should have been in business; but once there, it seemed too late for them to identify and fix the real problem or go do something else, such as get a job.

This scenario must get played out a lot in small businesses:

It does! I see it all the time - owners who don't understand why their businesses under-perform with no idea how to make things better…so the status quo rolls on!

Maybe if those owners were earning at least an average wage - $89k + 10% super for a 38-hour week, they could afford to focus on identifying and fixing their businesses rather than just continuing on, in survival mode, hoping things work out.

* The truth is, most businesses never reach their full potential and owners don't know why, so they are never truly free
* The bottom line - *businesses fail because people do!*

To reach their full potential, what should business owners be working on?

First, you need a **vision** or cause to pursue to make the world a better place for others

Second, if things are going pear-shaped you need to figure out the **real problem**; e.g., a cashflow crisis is a result; the real problem is more likely a lack of profitable sales due to poor marketing

Third, probably the greatest, but least understood cause of underperformance is sellers 'hate' (ie. anti-love) their customers; **communicate love** in a largely loveless marketplace & you will succeed.

What are some practical steps business owners could take, literally this morning?

* **Analyse** the products/services you sell to see which ones earn the best GP; focus on these
* **Create** an email data base of customers, using it as another sales funnel with regular offers
* **Get help** because hard work won't fix a problem you can't even see; an experienced coach or mentor has probably resolved situations like yours many times
* And keep **Listening** to LifeFM, 8:15am Monday for ideas; the summaries are available at ***The Marketing Spirit*** website.

Jesus said, 'the truth shall make you free' spiritually; today's Handbook session will put you on a path to freedom in business and life, providing you want to know the truth…and be free!