

# From the Handbook for Business, the Bible

## # 32: Are you on the right road - part 2

Last week we spoke about the parlous state of the small business sector and how some 75% of owners aren't earning an average wage! Hopefully, this challenged people with poor performing businesses that are on the wrong road to want to do something to get onto the right road!

### What was the Handbook principle we applied?

It was **Proverbs 14:12**, "You may think you are on the right road and still end up dead" CEV

This exact Proverb is repeated in **16:25** and confirmed in **12:15**, "Fools think they know what is best, but a sensible person listens to advice"

...**Fool** here means one who refuses to budge from his position, despising wisdom & discipline

### What more can business owners do, to get onto the right road?

Understand, this is a process, it won't happen overnight, although an epiphany moment might!

**Let's follow on from the THREE strategic suggestions last week, with FIVE more:**

Note: STRATEGIC actions ensure you're doing the RIGHT THINGS; TACTICAL actions ensure things are done the RIGHT WAY; strategically, you work ON, rather than IN your business...

\* Our Handbook sessions have provided a myriad of tactics to help fix things - see **TMS**

1: Stop treating the marketplace like a zoo, it's a jungle and only the smartest will thrive...  
...You're not owed anything by the marketplace, certainly not a living; if you shut down, you'd be forgotten in a week as the market simply absorbs another adjustment  
...Revisit your original dream, life purpose & goals: do they still align with the business?

2: Don't fear change, embrace it, go looking for it...  
...If you love the way things are, you may be in the wrong game; status quo won't cut it  
...There's a saying that could apply here, "When the horse is dead, dismount"

3: Revisit the 2 most basic business success questions, the ones few ever tackle...  
Q1: WHO is your ideal or perfect customer (it's not anyone with a pulse & a credit card)  
Q2: WHAT is their problem you can solve in a unique way (it's not you're need to eat)

4: Don't treat all customers equally because some deserve better value than others...  
...If your top 10% of customers buy on average \$10k each and the bottom 90%, \$500, focus on the 10%: how to sell more to them; and how to attract/serve more like them  
...This alludes to **marketing** where 80% of business failure & success occurs  
...We have shared the main key marketing issues this year; again, see **TMS** link below

5: Three things you need to find out about your operation...  
a) The contribution every customer makes to profit  
b) The cost to open your doors every day  
c) The one thing you absolutely excel at that the opposition cannot match

**Counsel: Once you address these issues, you're on the right road; you will enjoy the journey a lot more; and making the necessary changes ensures you never go back onto the wrong road!**