

# Our Handbook for Business, the Bible

## Establishing your thoughts

The new year is underway! I sense most owners will continue in survival mode with a status quo business model. How boring, with so many opportunities to grow even in a tough marketplace.

### My counsel for business owners:

Instead of the usual, "last year plus 5%" sales target or worse, "let's get through the year as best we can" try something bold, like **10x Gross Profit within 3 years!** So, if GP last year was \$400k, the target would be \$4m; then you would be free, no longer involved in day-to-day operations!

Ambitious plans like this challenge first, the strategic brain, thinking, "*how could we achieve such a goal?*" And second, the heart to seek God's will & Handbook wisdom as you apply His business and multiplication principles.

**To help establish your thoughts, here are 3 steps and 2 questions...**

**Step 1:** Analyze last year's sales & GP by customer AND by product or service category to see where your best profit is made and the best customers to target

**Step 2:** Work out your capacity for more sales with existing resources such as space, staff, time, and dollars...and what would be needed to achieve a 10x increase in GP?

**Step 3:** Identify all sources of new customers and metrics such as leads generated by each and the % converting to buyers...then how you can improve that rate

**Q1:** What is one thing you need to do NOW to kick off the 10x journey but have been reluctant to do? It may be in hiring key staff, finance or unloading a loss-maker.

**Q2:** What would happen if you were unavailable for a month? If the result is chaos, a 10x project will inspire the creation of systems & procedures no longer dependent on you.

***In the end, you may not achieve 10x, but you will (a) learn a lot and have fun trying and (b) own a more valuable business asset than just continuing with the same boring, status quo model.***

- Remember, "*A journey of a thousand miles begins with a single step*" - Lao Tse, Philosopher

### The Bible, our Handbook counsel for today, Proverbs 16:3 - NKJV...

*"Commit your works to the LORD, and your thoughts will be established"*

- Note, it is (or should be) the LORD who establishes our thoughts
- And once established, **thoughts** become **plans**...then **words**...then **works** (actions), all vital in the quest to 10x GP...and build a great business, for His glory.

### Other Scriptures (NKJV):

**Proverbs 16:9,** "*A man's heart plans his way, but the LORD directs his steps*"

**Proverbs 4:26,** "*Ponder the path of your feet, and let all your ways be established*"

**Proverbs 3:5,** "*Trust in the LORD with all your heart, and lean not on your own understanding*"

**Isaiah 55:8,** "*For My thoughts are not your thoughts, nor are your ways My ways, says the LORD*"

**Colossians 3:2,** "*Set your mind on things above, not on things on the earth*"