

Our Handbook for Business, the Bible

Truth and freedom

Over the years, I've asked lots of tradies, *how's business?*

Most were positive, but there were two classic responses I'll never forget...

One older bloke grumbled, half-serious, *"I'm passing time till I die"*

The other, an air conditioning guy yelled from the rooftop, *"it's not even summer and I'm already sick of it"*

I felt for them both and was glad not to have been a customer of either!

The brutal truth is, neither of these blokes should have been self-employed – they were in a kind of prison with no passion or joy, only more of the work they hated.

Sadly, lots of owners find themselves in the same predicament, stuck in an operation that won't ever reach full potential as they live in regret of a long-lost dream.

My counsel for business owners:

First, if you feel like those tradies, then at least consider a different career, or a job

Second, if things are going pear-shaped, get help to identify the real cause; an experienced coach has probably resolved situations like yours many times...

- For example, a cashflow crisis is often caused by a poor fulfilment system that drives customers away, impacting sales & profits (and the opportunity of repeat sales)
- OR...maybe you're trying to be everything-to-everyone instead of selecting & serving a niche based on the best customers or the most profitable products or services.

Third, get the operation firing again and generating strong cashflows so you can afford to delegate your day-to-day tasks in order for you to focus on strategic issues.

With this in mind go to the Handbook for Business website and tap into a whole library of tactics that will help improve your sales, profit & cashflow.

The Bible, our Handbook counsel for today, John 8:32, NKJV...

"...the truth will set you free."

- While Jesus declared this as a spiritual principle, we can also apply it to our businesses. Although I would add, ***it's the truth understood and applied*** that will set you free.

Other Scriptures (NKJV):

Matthew 12:34, *"...For out of the abundance of the heart the mouth speaks"*

Proverbs 16:22, *"Understanding is a wellspring of life to him who has it..."*

Galatians 4:16, *"Have I therefore become your enemy because I tell you the truth?"*

John 16:13, *"...when He, the Spirit of truth, has come, He will guide you into all truth..."*

Psalms 145:18, *"The LORD is near to all who call upon Him, to all who call upon Him in truth"*