



BEHEARD SOLUTIONS



17 New
Year's
Resolutions
to Make Your
Business More
Profitable
in 2011

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Introduction – The Power of a New Year

The New Year brings with it tremendous opportunity. For many it's an opportunity to wipe the slate clean and start over. It's also an opportunity to let your imagination seek new heights and set new goals. For business owners the New Year offers a prime planning and growth opportunity.

As a business owner you can take advantage of the New Year to plan for growth. What do you want to achieve? Anything is possible!

If you're looking for inspiration or advice on seizing the New Year to grow your business then this report is for you. Over the next seven pages we'll explore 17 exciting ways to make your business more profitable – 17 possible resolutions for you to capture and make your own.

Ready?

Great! Let's get started!



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#1 Resolve To Increase Your Prices

When was the last time you increased your prices? Many small businesses owners are reluctant to increase their prices. They fear customers will object. They fear they may price themselves out of many sales.

However, if you haven't raised prices in a while you may be sending customers the wrong message. If your prices are too low you may be devaluing your products or services. Take an honest look at the market. Is there room to raise prices? How can you raise prices and also raise value?

#2 Resolve to Give Back

Are you involved in your community? Do you give back? There's a lot to be gained both personally and professionally when you give back. Personally, you receive a satisfaction and joy from making a difference in people's lives. Professionally it's good for business.



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When you give back to your community you make solid networking connections. You position your business in a favorable light. You also gain an opportunity for content. You can create press releases, blog posts and even articles about your experiences.

Giving back doesn't have to mean donating money either. You can give your time, skills and knowledge to a worthy cause. This year, find a cause that's relevant to your industry and one you can get excited about. Get active within that community. Brainstorm ideas and ways you can contribute. You'll grow in more ways than you can possibly imagine.

#3 Resolve to Affiliate

Do you have affiliates working for you? If you do not, consider adding an affiliate program to your sales and marketing strategy. It's amazing how quickly your business can grow when you have a team of sales people working hard to promote your business. It doesn't matter what your business model you've chosen. You can really boost your bottom line when you employ a team of affiliates.



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If you do already have an affiliate team, what can you do to help them earn more? Can you offer them more giveaways? Higher commissions? What about contests and promotions?

Make a commitment this year to build your affiliate team.

#4 Resolve to Analyze

Do you have access to analytics for your website? Are you testing and tracking your marketing efforts? If not, how do you know what's working and what isn't? How do you know where to spend your time money and energy?

If you do have analytics installed on your website and receive regular reports do you take the time to look at the reports? Do you use them to plan your business? Analytics provide serious insight to your business and your customers and prospects. It's one of the most useful assets you have as a business owner.

If you don't presently analyze your data, make a commitment this year to use your analytics wisely. Create a plan to study them at least on a monthly basis.



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Use the information to plan your product launches, marketing tactics and even your content.

#5 Resolve to Partner

Partnerships can be very profitable. In fact, some partnerships can double or even triple your income. There are many ways to forge a partnership. You can co-create a product like an ebook. You can keep it simple and swap blog posts or articles. You can go all out and offer complimentary products or services.

For example, if you are a writer you might partner with a website designer. Together you could offer a comprehensive website creation service.

This year, take a look around you. When you meet new people that you click with, look for ways to partner with them. Be open to new opportunities to grow your business through partnerships.

#6 Resolve To Get Rid Of What's Not Working!



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Sometimes we stick with our routine simply because it has become a habit. Even if it's not working, it may be difficult to make a change. And there are many things that may not be working for you.

For example,

- A contractor or service provider
- An employee
- A system or policy
- A product or service
- A sales page
- An advertisement or marketing tactic
- A partnership

Spend some time analyzing each system, person and tactic you presently use. Make a commitment to get rid of the things that just aren't working for you. You'll reap the rewards in many ways. You'll inevitably find a better system, person or tactic. You'll receive renewed energy and enthusiasm when



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you get rid of the dead weight. Ultimately you'll also profit because when you get rid of waste you make room for more abundance.

#7 Resolve to Plan

Do you spend at least 20% of your time planning your business? Most business owners don't yet this is a critical activity. When you take time to plan your business you get into the habit of making things happen. You change your mindset from someone who simply reacts and responds to someone who is pro-active.

So when and how do you plan your business? Resolve to sit down once a week and plan your business for the next week. Once a month sit down and plan your business for the next month. Once a quarter sit down and plan your business for the next quarter. And once a year sit down and plan your business for the next year.

All of your plans will support each other so make sure to write them down. Use your business plan as the foundation. This will help ensure you're planning and growing your business consistently and that you're staying true to your vision and mission.



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Create a specific day each week, each month, each quarter and each year to plan. Schedule it and then resolve to stick to your schedule.

#8 Resolve to Set Goals

Goals move you from point A to point B. They're the only way to consistently grow personally and professionally. Additionally, when you get in the habit of setting, and achieving, goals significant things begin to happen. You position yourself to be in a state of constant improvement and success. It has a snowball effect and one small success turns into several substantial successes. Setting goals changes your mindset. It forces you to take charge and to become proactive in the success of your business. It's also quite invigorating!

Good goals are goals that are measurable, achievable, timely and relevant. Consider sitting down this New Year and creating a long term goal supported by several smaller short term goals. For example, a goal may be to increase your profit by 20% this year. You might then support it with several smaller marketing and customer service goals that you can implement on a weekly or monthly basis.



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You can apply this resolution to your personal life too!

#9 Resolve to Ask for Referrals

If you're not presently asking for referrals you're missing a valuable business building opportunity. Referrals are a surefire tactic to grow your bottom line. After all, there's nothing better to motivate a purchase than a recommendation from someone you know and trust. Let your satisfied clients and customers become your advocates. It doesn't take anything more than an email requesting a referral.

Consider committing to a referral request plan. For example, 30-60 days after a successful client interaction you can send the client a promotional email along with a request for referrals. Your request could even be something as simple as an email sent at the end of a project or after a purchase to ask for feedback. Conclude the email with a request - "If you know anybody who might appreciate our services, please recommend us."

Or if you're really uncomfortable asking for a referral consider starting a referral program. A referral program is a formal program where people are



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rewarded for referrals. For example, they receive a \$25 credit toward your services when they refer someone. If you decide to create a referral program be sure to market it to your existing customers. Theyll have to sign up for it so you can track who they refer and how much credit they've earned.

#10 Resolve to Improve Yourself and Your Knowledge

Consistently striving to improve your skills and knowledge is a fantastic way gain renewed passion for your business. It's also a wonderful way to improve your business, meet new people, offer new products or services and ultimately make more money.

Identify an area where you could improve your skills or knowledge and take action. Consider looking at the available seminars and workshops in your industry and attending them. Self improvement is fantastic for boosting success and establishing a positive mindset. Combine your resolution to set goals with your resolution to improve yourself and create a self improvement plan.



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Plan for the entire year. Read books. Attend seminars, conferences and workshops and consider joining or creating a mastermind group where you can benefit from the skills and experience of others.

#11 Resolve to Better Time Management

How are your time management systems and practices working right now? Do you know where you spend the majority of your time? Do you know how much your time is worth? Are you making the most from the activities and tasks you spend your time on? Some tasks don't take you very far in your business while others can provide quantum leaps. Where do you focus your time?

Start this year by analyzing where you spend your time. Analyze how effective your current time management practices are. And take a look at what tasks you're spending your attention on – are they the most profitable tasks?

Next, take a look at alternative solutions. How can you spend more time on the most profitable and rewarding tasks? How can you spend less time on the management and administrative tasks? There are an abundance of solutions:

- Interns



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- Outsourcing
- Technology -automate the admin tasks as much as possible
- Policy change

Adopt positive time management tools into your daily routine. There isn't a one size fits all solution. Take a look at the tools technology has to offer and also consider good old fashioned pen and paper. Tasks lists are not overrated! Learn to prioritize so the most profitable tasks are accomplished first.

#12 Resolve to Take Time Off

It sounds counterproductive to take time off if you're trying to boost your profits. However when you don't take time off you can burn out. The business you once found so enjoyable can turn into a daily grind. This affects your profits!

Resolve to take time off on a regular basis. Again, there isn't a right or wrong solution here. Some people benefit from taking time off on a weekly basis. Others take time off each month or each quarter. One of the benefits of



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owning your own business is the freedom to make your own schedule. Take advantage of that and take time off on a regular basis. Schedule it into your week or month.

A famous copywriter worked really hard for three weeks each month and he'd take the fourth week off. The strength of his plan was the fact that when he was off during that week he didn't check email, didn't make or take phone calls. The time off was dedicated 100% to whatever he wanted to do. He really embraced the work hard play hard philosophy. You can too.

Find a vacation schedule that works for you and commit to taking time off on a regular basis. Renew, refresh, rejoice and then go back to work. Your business and your profits will benefit from your renewed vigor.

#13 Resolve to Add to a New Product to your Line

When was the last time you added a product or service to your offerings? Launching a new product or service is a great way to invigorate new interest in your company. It also boosts profits.



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In addition to the added value your new product or service offers your clients and prospects you'll also launch a marketing initiative. Your marketing tactics grow awareness and exposure for your business.

Even if you've never offered a product or service before, you can create an information product to launch this year.

Take a look at your existing products and services. Explore and analyze your audience's needs. Brainstorm possible products or services you could offer. Choose a product and then create a plan to make it happen. Consider launching a new product or service each quarter and really challenge yourself.

#14 Resolve to Delegate/Outsource

This resolution fits nicely with your resolution to manage your time better! As a business owner you wear many hats, right? You're an office manager, a CEO, an entrepreneur and you're often the administrative help too. You also create products or offer services; you are the sales and marketing staff all rolled into one. Some of these activities are likely a waste of your skills and talents.



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Take some time to review the activities you presently manage. Evaluate your hourly value. And then create a plan to delegate or outsource the tasks that either:

- Dont directly bring in income
- Arent well match ed to your specific skill set

An example might be your bookkeeping and accounting or your customer service system. It makes great sense to outsource or delegate these tasks. They dont h ave a direct effect on your profits and your time may be better spent elsewhere.

Delegating and/or outsourcing can be challenging. It's tough to let go of some of the responsibility. However, it's also tr emendously empowering too. It's t he best way to run an effective, efficient and prosperous business. You cant and shouldnt do it all.

#15 Resolve to Improve Customer Service

Your existing customers are your most valuable asset. Unfortunately, all too often business owners focus more on getting new business than on keeping



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the business they have. This costs money, time and energy. When you focus on making sure your existing clients are happy theyll continue to buy from you.

Additionally, happy clients are happy to refer others to you and generally spread the word about your fantastic company. Theyll hook up with you on social networking sites and inadvertently help you build your brand.

Take a look at how you presently manage customer service. Not just your problem solving system but your general customer service approach. Do your customers know how important they are to you? Do they feel appreciated?

How can you improve your customer service and your customer experience?

Take a look at every method you use to communicate with your clients - telephone, emails, social networking, problem resolution and even your shopping cart or invoicing procedure. What can you do to improve their experience?



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Create a resolution to make your customers know how much you appreciate them. Launch a special customer service appreciation campaign. Overhaul your customer service system. Create a system of consistent and positive customer service interaction.

#16 Resolve To Improve Your Systems, Policies, and Procedures

Take a look at your current systems, policies and procedures. Are they outdated? Are they effectively protecting you and your customer? For example, is your privacy policy up to date with your practices?

Analyze your existing systems to make sure they're effective and they support your success. IF they don't, change or eliminate them. Technology can help in many instances and if you're unsure of how to solve an issue or make a change then seek help from others in your industry. There's a wealth of knowledge out there just ready for you to snatch it up.



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#17 Resolve to Eliminate Waste

Waste comes in all shapes and sizes. You might first think about the office supplies you use. For example, do you use recycled paper and ink cartridges? Do you recycle? Do you turn your computer when you're not using it? Do you plug your electronics into a power strip and turn that off when you're not using them?

However, there are other ways you can eliminate waste too. Do you find that some systems require wasted energy? Do you find that you're often repeating yourself to contractors, clients or prospects? This is wasted energy too.

Do you pay for things when you don't really need to? For example bank fees or credit card interest. That's wasted money. Money you could use to grow your business or to have fun with.

Take a look at all of your business systems, policies and procedures and analyze them for potential waste. Resolve to tighten up and eliminate waste wherever it is present. Create goals to change your wasteful habits.



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Conclusion

The New Year is the perfect time to take a renewed interest in boosting your business profits. If one of the 17 resolutions mentioned here doesn't appeal, create your own resolution. The secret to resolution success is to plan for it, set achievable and measurable goals and to track success. Small changes lead to big results.

To your success!



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About Be Heard Solutions

You're great at what you do. But it's not enough to grow a profitable business. Stop leaving money on the table and start learning the three steps to successful business and life: 1) Find your voice. 2) Tell your story. 3) Be Heard!

Be Heard Solutions is your resource for creative relationship marketing to grow a profitable business on your terms. Founded by Shannon Cherry in 2004, the company helps experienced and ambitious, entrepreneurs, coaches and consultants to create and grow the business they desire without compromising on their sincerity and principles.

She proudly walks her talk: Shannon's business has been debt-free since its inception and she consistently works only 25-27 hours per week to spend more time with her family in the capital of New York.

Products for Smart Entrepreneurs, Coaches and Consultants Who Want Grow a Business on Ethics and Own Their Own Terms, Earning a Great Living While Doing So

[Press Release Success](#) – Learn all the secrets to getting media coverage for FREE. This complete system includes a guide book, fill-in-the-blank templates, press release writing software, and a handy checklist on how to reach the media the RIGHT way.

[List Building Promotion Secrets](#) – You know the money is in the list. But how do you build a list quickly, that maintains your credibility and increases your visibility while doing so? This 3-month, fixed term membership will teach you how to create your own holiday, step-by-step.



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[S.A.L.E.S. System Formula](#) -If you need to infuse some additional cash into your business quickly, nothing beats having a sale. But if you do it wrong, you will lose your good standing and not make any money. Learn the win-win system that adds more to your pocketbook FAST!

[Complete Online/Offline Marketing System](#) -This is the ONLY marketing system you will ever need to get your message out online and offline. Simply follow the workbook and checklists, and see your traffic and sales increase.

[Sponsorship Made Simple](#) -Sponsorship is the little known marketing technique you'll want to leverage more exposure and get funds to do what you are already doing. Find out what sponsors want from you in this unique program.

[Kick In The Pants Breakthrough Session](#) - Sometimes you just need someone to review your materials, or give you a push in the right direction. That's where Shannon's Kick In The Pants session can help. In less than 60 minutes, you'll get strategies that will help you increase your reach and make more money.



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