



# CALL THE MAN CRIER



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Need Help or Direction?  
CALL THE MAN 443.336.9950

## Strategy – The Power of Thinking Big!

A smart guy once told me that if I wanted to be successful, the first thing I had to do was hang out with the most successful people I could find. That was good advice twenty five years ago and it's still good advice today. If you have a small business that you want to grow, you need to watch other companies and other people who have paved the way for you to follow.



Many people have great ideas for their business yet few have a means of turning those block buster ideas into cash. If you're going to be successful you have to find a way to put some feet under that creativity and that's where strategy becomes important. A good strategic plan puts *everyone* to work on your goals; employees, suppliers, clients and even your banker know what their role is in building your business.

I have a client who came to me several years ago and asked me to find a buyer for his company. He told me he was tired and his business wasn't going anywhere. It wasn't fun for him and at 42, he was already burned out.

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## Developing Confidence

Confidence is a critical ingredient to your growth and development. You develop self-confidence by creating success. Through your goals you can provide for frequent successes. Set short term goals in the beginning. Experience often the satisfaction of moving a "Short Term Goal" to the "Goal Accomplished" area of your daily planner or other tracking device. People who have well-defined goals in life develop confidence through achieving those goals. Thus, they are always better prepared to confront new situations, and achieve higher goals. As you achieve goals, and feel the satisfaction of achievement, your confidence in your abilities is enhanced as is your potential to achieve more and higher goals.



Lack of confidence also stems from our inability to visualize successfully doing whatever it is we want to do. Careful planning, specific action steps, and affirmations help you to clearly plan exactly how and why you can achieve your goals. It focuses your imagination on the positive rather than the negative.

Confidence is the key ingredient to any plan. It is part of the solution to every obstacle you have identified in your goal. Fortunately, confidence is a limitless resource; the more you use of it, the more there is to use. However, there is a price to be paid. To "use" confidence requires involvement: only through involvement (and consequent testing and confrontation) are boundaries pushed back and fears overcome. To take goal setting seriously guarantees that you will need to increase your confidence. To take goal setting seriously also guarantees that you will increase your confidence.

*Reference source: Resource Associates Corporation, Supervisory Development Program. Copyright protected worldwide. Adapted by Sorrell Associates, LLC*

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# One Minute Ideas

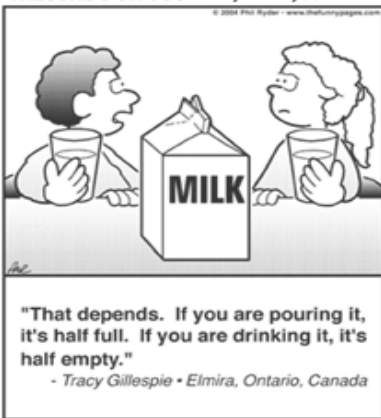
## Web Site of the Month



Using Picasa and Picasa Web Albums together, you can now organize, edit, and upload your photos to the web from your computer in quick, simple steps. Arrange your photos into folders and albums and erase their blemishes using powerful editing tools in Picasa. Then use Picasa Web Albums to share those perfected photos online with family, friends, and the world.

Check it out at  
<http://picasa.google.com/>

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Profits were way down and the revenue had been flat for several years. In talking with his staff, I found they were lacking direction, quite lethargic and very content with the status quo. The strange part was that this was a young group who should have had more energy than a pack of puppies.



I dragged them kicking and screaming to our learning center for a two day planning session. When we began to look for key opportunities the lights started to come on and when we formulated an achievement plan the excitement started and when we turned our ideas into action plans the whole room erupted. The energy and passion was back and driven by a solid plan where everyone understood the goals and what role they played in the process.

Now into their third year of building and following their strategic plan, the company is working on a multi-million dollar growth plane and has enjoyed double digit profits for the third straight year. The owner talks about playing at the top of his game and if you wanted to buy his company today, you'd have to come with a whole wheelbarrow full of cash.

Good business strategy is not just about thinking big, it's about getting big. What are you waiting for?

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## How Important are Small Businesses to the U.S. Economy?

Small firms –

- Represent 99.7 percent of all employers
- Employ half of all private sector employees
- Pay 44.3 percent of total U.S. private payroll
- Generate 60 to 80 percent of net new jobs annually over the last decade
- Create more than 50 percent of non-farm private gross domestic product (GDP)
- Are employers of 39 percent of high tech workers (such as scientists, engineers, and computer workers)
- Are 53 percent home-based and 3 percent franchises



*Sources: U.S. Bureau of the Census, U.S. Department of Commerce, International Trade Administration*

*Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.*

~ Henry R. Luce

