



**Family Therapy
Personal and Executive Coaching
Professional Speaking**

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TOP 10 BUSINESS TIPS

1. If your business is running your life, you have a serious problem. Form a volunteer Research & Development team to help you (and the team!) create a business that is a product of your life goals.
2. Take the day off. What?! Yes, I am serious! Take a day off to just THINK about your business while doing some relaxing, examples: go to a beach, walk, or sit in bed and BRAINSTORM.
3. Ask your customers what they want. Sound obvious? When was the last time you thanked them for their business, found out what they truly thought of your service and how you could serve their needs better?
4. Ask happy customers for a referral and an introduction. Then, send them a gift for being willing to introduce you (whether or not you make a new sale, they'll love the gift and give you more leads, try a plant).
5. Create tremendously loyal employees by treating them to lunch, by acknowledging them publicly for good work, and by offering bonuses for awesome ideas and finding creative ways to save you time and money. They'll also introduce you to other potentially awesome staff!
6. Hire Professional help when possible. A part time bookkeeper, accountants, attorneys, marketing consultants, business coaches and cleaning people are all money, time and stress saving investments.
7. Create systems. Systems are helpful for marketing, reminders, money management, time management, employee management, cleaning up, and for finding things when you need them.
8. Pick a target market, and if you get more GREAT! Pepsi narrowed its sales margin with focusing on the youth of the "Pepsi Generation" and got those who wish to feel young as well. Victoria's Secret's most conservative underwear is still "sexy and upscale."
9. Get use to change, change happens at an increasingly alarming rate. Did you see kids with cell phones 5 yrs ago? Get help with the adjustment phase to decrease stress (thank goodness for tech help with computers!).
10. Read, Read, Read. Pop in an informational CD in your car or at the gym to help you keep up on trends and spark new ideas. Oh yeah, and now that I mention it, get some exercise! You'll feel better and have more energy to make the best out of your business.