

## THE BUZZ NEWSLETTER

### How to Make 2009 Your Best Year Ever

In my experience, November is the perfect time to be thinking about how to improve and grow your business in 2009. It's time to review your progress during the last 12 months and begin to think strategically about the year ahead.

Did 2008 bring you the success and growth you desired? If not, why?

Many times entrepreneurs spend their every waking moment running the day-to-day operations of their business. Very little time, if any, is designated for thinking and planning. And yet, 80% of businesses that have a business and marketing plan, and use it, will reach their goals.

Wouldn't you like to be one of those companies?

In order to "get there" you first must take the time to figure out where you want your business to be in the next 12 months. Do you have certain revenue goals? Staffing goals? Vacation or number of days you want to be able to take? How much money does your business have to generate in order for you to take out the "salary" you desire? How many people do you have to employ, and what skill sets do they need to have in order for you to take time away from the business?

By spending the time now, before the New Year, business owners can ensure that come January 1st, their road ahead is clearly in sight.

Entrepreneurs should also begin strategically thinking about the long-term. These days, that can mean three to five years, but for those business owners who are thinking about retirement, planning now for retirement is essential.

In the world of entrepreneurship "retirement" is probably the wrong word. In fact, I know of few entrepreneurs that ever retire, but in any case, what do you want to do with your business when you want to go off and do other things?

Whether you're planning on selling your business, handing it down to Junior, or simply closing its doors, pre-planning is essential for a smooth and effective transition.

By developing and implementing a strategic marketing system and staffing it appropriately, you can cover the bases.

Following are our four favourite reasons to develop a system for your marketing:

1. You get really clear on who you are and why certain prospects should do business with you.
2. You identify areas and markets where the greatest opportunities exist, and develop strategies for capitalizing on them.
3. Your entire team will get a clear shot of the big picture and how it positively impacts them.
4. Your business will show higher profits.

If you'd like to find out more about developing a strategic marketing plan, download our Free Report. The 7 steps plus 1 to Small Business Marketing Success at [www.marketingmasters.ca](http://www.marketingmasters.ca)

"Liz is one of those "good people" that you always want to have on your team. A great communicator, Liz has a knack for keeping the big picture in focus while executing the day to day details needed to realize that picture."

Bill Brelsford,  
Owner, Rebar Business

"When Elizabeth talks I always sit up and listen. She has a wealth of marketing and business development knowledge that she delivers with an edge. More importantly she is a wonderfully warm human being and a privilege to know."

Rob Sloane, Author & Professional  
Speaker, Rob Sloane Marketing

### Message from the Partners

Let it snow, let it snow, let it snow. This time of year, when we have the office to ourselves on an early morning and the weather outside is frightful; one of our favourite things to do is revisit our goals and plans for the upcoming quarter or year.

Don't despair— this doesn't have to be stressful or labour intensive. Nor do you have to do it all yourself. All you need is a large coffee, a pen and notebook, and a few strategic questions to ask yourself. This month's article will help you get started.

As well, because this issue lands in your inbox at the start of the Holiday season, we'd like to wish all of you a safe and wonderful Holiday with your family and friends. And may 2009 be your most prosperous year ever.

Sincerely,

