

Stop Doing the Stupid Stuff

AN INTERVENTION GUIDE FOR SMART BUSINESS OWNERS

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Welcome to my site!

I may not know you yet, but I know I'd love to learn about you and your business and help you figure out how to make it into the business of your dreams!

As a business coach with 20+ years of coaching, strategy, and finance experience, I've helped local small business owners get more out of their businesses. Sometimes it's growing faster, sometimes it's avoiding failure, and sometimes it just being able to have more fun....but in every case it's helping business owners get the business to support their life better.

In my experience the vast majority of business owners are smart and hard working, despite that, many if not most small business owners get sucked into doing stupid stuff that actually interferes with achieving the potential success of their business.

How do you know if you are doing stupid stuff? Ask yourself.

- Do your customers frustrate you?
- Are you unable to explain what your business is about in a single sentence?
- Is your business crushing your family life?
- Do you feel scattered and unfocused?
- Do you constantly fear that your business will fail?
- Are you working like crazy but not making an impact on the business?

If you said "YES" to any of these questions, it's a sign it's time to make a change...to sharpen the focus of your business to grow faster, avoid failure, and have more fun! ***The good news is virtually every business I have worked with found out that sharpening their focus will drive great improvement and that they can get more by doing less.***

I hope you take the challenge to make your business smarter, faster, and more fun! ...aj

You're Doing Too Many Things



Many business people confuse motion for progress, and that it is heroic to grind through piles of tasks no matter how much time or effort they may take. The truth is that trying to do too much puts you and your staff, and your business at risk of failure by burning out the team and likely damaging the quality of your product/service. You can't do everything...so the key question is what should you be doing?

- Are you doing things that have little or no payback?
- Are you doing tasks that could be delegated or hired out with better results?
- Are you doing urgent work that is not important?
- Are you trying to do too much work with too little resources?

Mistaking being busy for being productive kills small businesses

You're Not Selling Enough



“What if we don't change at all ...
and something magical just happens?”

The most common reasons small businesses fail is because no one is out selling the product/service. It's nice to think that the world will beat a path to your door to buy your better mouse trap, but that doesn't really happen in real life. In real life, someone has to sell the goods. Every person in a business needs to understand that they help sell...customer service, manufacturing, marketing, even accounting all need to do everything they can to help sell the product. Someone must make calls, knock on doors, make proposals and bids...most likely that is you. If I asked you “who sells?” would you have an answer? If not, take heart you will not be alone as your business fails....

Most small businesses fail because no one sells

You Haven't Defined Your "Secret Sauce"



Today's marketplace is global with the internet making goods and services available from virtually anywhere in the world in a matter of days and "good enough" is no longer good enough. Trust and exceptional products and services drive business success, which means every business needs to know what its Secret Sauce is. Do you know what makes your business uniquely distinct, exceptionally relevant, and what you are just plain exceptionally better at than your competition? If you don't then you are likely just one of the crowd caught in the spiral of price cutting and promotion for competitive race to the bottom.

Many small businesses have not "picked their lane" where they can dominate a slice of the market

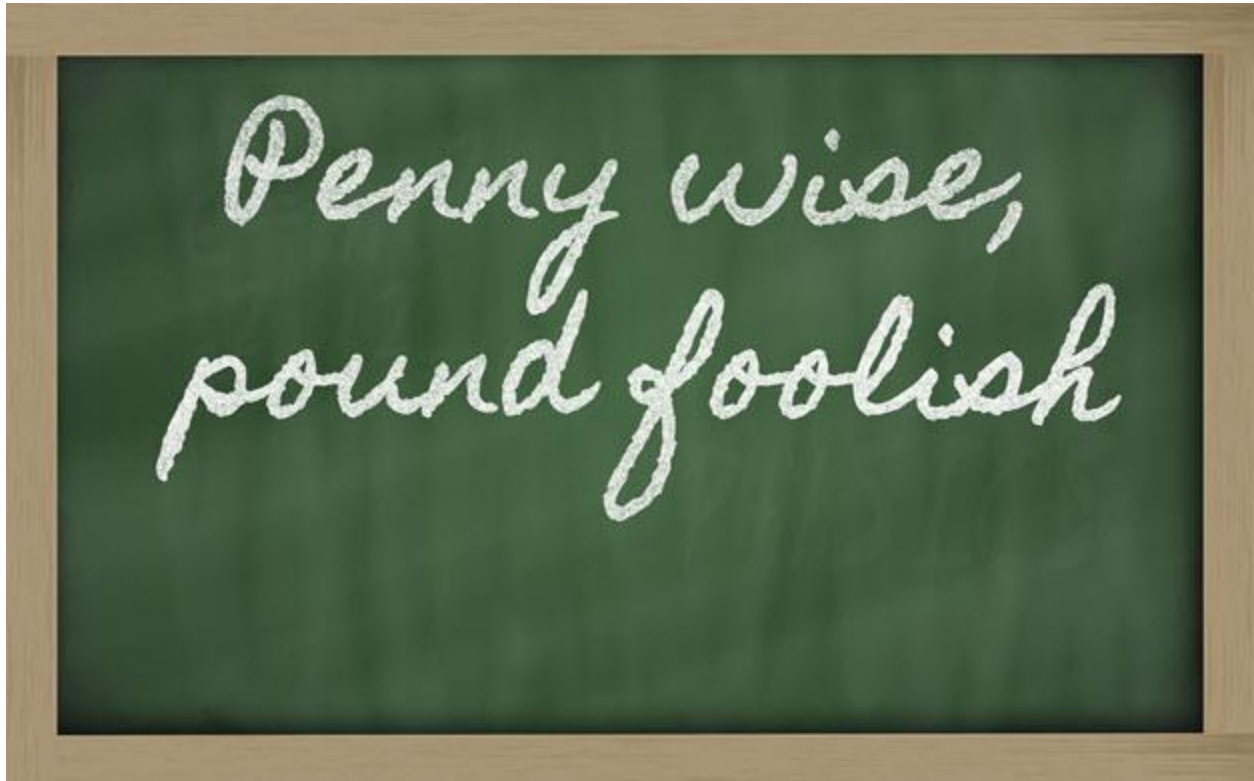
You're saying YES when you should say NO.



To be successful as a small business, you really need to be known for something...hopefully something you do exceptionally well and hopefully something that you genuinely love to do. Chances are that you are much more skilled at what you like to do anyway so you can likely have your cake and eat it too. The challenge for most small businesses is that they say YES to work they should be rejecting out of fear, greed, or poor judgment. Doing work that you are not good at or that does not align to your business focus may generate revenue in the short run, but in the long run it will weaken or damage your business as neutral to negative customer experiences pile up.

Many small businesses pursue the wrong work and delay or damage long term success

You're Spending Time on Low-Value Tasks.



Time is the limited resource for most small business owners...and yet many choose to spend their valuable time on tasks that they are not really good at the expense of the work that drives the business like working with clients and selling. A small business owner must put his/her priority on the work that drives the business...delegate, hire out, stop doing wherever you can to allow you to invest as much time as possible into growing and strengthening the business!

You can make more money, but you can't make more time

You've Lost Focus



There are 8 billion people in the world...how many do you really need to make your business successful? No one can please everyone, and if you aren't focusing on specific customers, with specific needs, to offer specific services, you are trying to please too many people!

One of the exercises I do with my clients is help them work through understanding what they do best (their competencies), what they like to do be best (their aptitude), and what is strongly profitable (their financial core). It is almost always the case that sharpening their focus to work more exclusively in a niche, results in less expended effort and increased growth, profit and happiness...More for Less.

If you are swinging at every pitch, STOP. Swing at the good pitches to get more hits

You Have Too Many Problem Customers



In a small business, business relationships are like personal relationships....you aren't going to click with everyone and you shouldn't expect to. Yet I find many small business people are often trying to win over every potential customer...at great effort and great risk. The fact is that winning over a customer who doesn't really click with you is setting you and your customer up for frustration, disappointment, and failure.

It's hard to turn away a potential customer, but problem customers cost exceeds the profit they generate, and in all likelihood their negative reviews of your business will do nothing but damage your brand. Focusing on A+ customers will help you provide better service, create raving fans, and make your business a lot more fun AND profitable.

Are you tuning your business to "WOW" the A+ customers who really love what you do?

Where To Go Next...

If you are a smart business owner who is tired of getting run ragged by your business, and want to figure out how to do things in an easier, smarter, more powerful way, I'd like to meet you and learn about you and your business.

I spend a few hours a week meeting interesting people running small businesses. I am fascinated by people's stories and would love to hear yours. And whether we ever end up working together or not, I'd like to give you some ideas and questions to help you with your business challenges...no charge...the first hour is always free...

So I hope you will give me a call or stop by my website for more info! I look forward to meeting you soon! Have a great day!...aj

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