

# Weathering the Economic Storm

By Jonathan Goldhill, the Growth Coach



How to Turn Your Fears & Anxieties into  
Personal Power & Business Success

Nineteen strategies to help you be more successful  
in your business and instill more confidence in your life.



**THE GOLDHILL GROUP** provides "Coaching for Growing Companies." Jonathan Goldhill has owned several small businesses and has 20 years experience consulting, training & financing businesses in over 100 different

industries including landscape contractors, designers, remodelers, and business services firms. He has helped many small businesses grow from fledgling to successful companies. Many have grown their business 20-200% with his personal coaching/consulting. For more info visit [www.thegoldhillgroup.com](http://www.thegoldhillgroup.com).

Is today's economic and political climate making you feel anxious or fearful about your business' future? Is it making you feel more scared your personal future? If so, then here's a guidebook on how to survive, even thrive during scary economic times. This guidebook is a resource book of strategies on how to transform your fears and anxieties into opportunities. This guidebook will give you some of the resources you need to increase your personal power and make your business more successful.

Times are tough! Stocks and real estate values are falling, the price of gold is rising, gas and oil prices have skyrocketed and plummeted all in one year, and cash in the bank is no longer the secure bet it used to be. And, qualifying for a business or home loan – a simple feat a few years ago - is nearly impossible today. Today's economic times have had a dampening effect on most companies. It's been an equal opportunity inflictor. Many economic forecasters have suggested that the current downturn will continue into 2009, maybe even 2010.

So, how can you weather the economic storm ahead?

Challenging times call for a more positive and proactive attitude. They call for advanced skills in sales & marketing, leadership & management, and self-knowledge & industry insight ... all in the same time!

Our mission at The Goldhill Group is about helping you, the business owner or manager, become more successful by becoming more effective and strategic. We expand your confidence and capabilities in your personal and business life by improving your attitude, supporting you through changing obstructive behaviors, and giving you skills, techniques and tools. When utilized together, you become more focused, more effective and more strategic.

19 strategies to help you be more successful in your business and instill more confidence in your life:

1. Boost Your Marketing Expenses.
2. Plug the Holes in Your Leaky Bucket
3. Kick the Worst People Out of Your Yard
4. Play to People's Strengths
5. Cure Your Company's ADD
6. Give Up Your Technical Expertise, It's Overrated
7. Expand Your Knowledge
8. Give Up Micromanagement.
9. Keep Your Head in the Game, Give Up Your Internal Critic
10. Hold Prices, Add Value.
11. Flip Your Business
12. Cut Your Expenses
13. Learn the Secrets of Your Peers.
14. Get Back To Basics
15. Increase your Net-Work.
16. Be a "Go-Giver"
17. Focus on Adding Value to Others
18. Take Time out To Recharge Your Battery
19. Count Your Blessings, Express Your Thanks

## STRATEGY 1: BOOST YOUR MARKETING EXPENSES



Focus on growth first! Stop fixating on what the stock market is doing, what politicians are saying, or what reporters are guessing will happen. While you can't control what's on the news or happening in the economy, you CAN always control how

you react to it. If things are slowing down for your business, put worry time into marketing time. Be creative enough and bold enough to intensify your marketing ... communicating to and influencing large groups of your customers, prospects, and referral sources.

Now is the time to take business away from weaker competitors

Now is the time to take business away from weaker competitors and position your company for future growth. Invest in your marketing budget. Now is NOT the time to save your way to success! Companies who don't cut their marketing budget reap disproportionate rewards when the economy rebounds. Keep in mind that cost-cutting is limited, while revenue growth is exponential.

Remember you are in the business of MARKETING. You and your company's top priority is attracting, serving, retaining and multiplying customers.

## STRATEGY 2: PLUG THE HOLES IN YOUR LEAKY BUCKET

New business is important right now. BUT, right now, retaining and satisfying your current customers is JOB #1. Why chase strangers when you have loyal customers that already do business with you? You can't grow if you are losing customers as fast you get new ones. Your customers are your competitors' best prospects. So, plug the holes in your leaky bucket. Know what your customer attrition rate is and find ways to reduce it. Get close and stay close to your customers. Find out ways you can add more



value to their businesses and lives. By staying close to your customers, it is less likely they will replace you for another vendor because of price, deficiency in your services, etc. Or, if they do, you will get plenty of notice.

Retaining and satisfying your current customers is JOB #1

## STRATEGY 3: KICK THE WORST PEOPLE OUT OF YOUR YARD

Are you holding back your "B" players?

Do you have weak performers on your team ("C" players) that you have been carrying? Are you holding back your "B" players by not giving them the kind of training development or personal attention that they need to turn them from good to great? Reducing your people will raise your available cash and increase (short-term) profitability.



## STRATEGY 4: GET YOURSELF AND YOUR PEOPLE IN THEIR STRENGTH ZONES

British poet and lexicographer Samuel Johnson said, "Almost every man wastes part of his life in attempts to display qualities which he does not possess." Discover and develop who you are by doing the following:

### 1. Ask, "What am I doing well?"

People who reach their potential spend less time asking, "What am I doing right?" and more time asking, "What am I doing well?" The first is a moral question; the second is a talent question. You should always strive to do what's right. But doing what's right doesn't tell you anything about your talent.



### 2. Get Specific.

When we consider our strengths, we tend to think too broadly. Peter Drucker, the father of modern management, writes, "The great mystery isn't that people do things badly but that they occasionally do a few things well. They only thing that is universal is incompetence. Strength is always specific! Nobody ever commented, for example, that the great violinist Jascha Heifetz probably couldn't play the trumpet well." The more specific you can get about your strengths, the better the chance you can find your "sweet spot." Why be on the fringes of your strength zone when you have a chance to be right in the center?

### 3. Listen for What Others Praise

Many times we take our talents for granted. We think because we can do something well, anyone can. Often, that's not true. How can you tell when you're overlooking a skill or talent? Listen to what others say. Your strengths will capture the attention of others and draw them to you. On the other hand, when you're working in areas of weakness, few people will show interest. If others are continually praising you in a particular area, start developing it.

Ask yourself:  
"What am I doing well?"

### 4. Check Out the Competition

You don't want to spend all your time comparing yourself to others; that's not healthy. But you don't want to waste your time doing something that others do much better. GE CEO Jack Welch asserts, "If you don't have a competitive advantage, don't compete." People don't pay for average. If you don't have the talent to do something better than the competition, place your focus elsewhere.

To get a better picture of where you stand in relationship to the competition, ask yourself the following questions:

- Is someone else doing what I am doing?
- Are they doing it well?
- Are they doing it better than I am?
- Can I become better than they are?
- If I do become better, what will be the result?
- If I don't become better, what will be the result?

The answer to the last question is: You lose. Why? Because your competition is working in their strength zone and you aren't!



## STRATEGY 5: CURE YOUR COMPANY'S A.D.D. (ACCOUNT ABILITY DEFICIT DISORDER)

Don't blame your current chaotic, haphazard and hyperactive management style on your self-diagnosed case of ADD (attention deficit disorder). That is a real and serious condition which you probably don't have but use nonetheless as a convenient excuse. Your likely affliction is much more common among business owners but just as serious to the health of your company ... it's called Accountability Deficit Disorder. It's fairly easy for an objective outsider like a business coach to diagnose.

Here are some of the symptoms of Accountability Deficit Disorder. Employees are doing their own thing to a large extent with very little oversight and very little consequences for poor performance. There is little accountability in your organization and much chaos and disorder. Your organization jumps from one thing to another, confuses busyness with accomplishment, and excels at excuses instead of execution. Employees major in minor things that produce minor results. Vitaly important things seldom get accomplished. Owners want to move on to new ideas, projects and strategies before the old ones have even been implemented. As they jump from one cable station to another at home with their remote control, they try to do the same with the business. They want a new program or strategy every minute. They want to change the view. Why?



Though they are hurting the organization, they think they are helping. They are searching for the quick fix, silver bullet, magic cure, panacea, and super solution. They don't realize that a good idea fully implemented today is far more valuable than a great idea partially or never implemented tomorrow. Also, owners generally don't like to be held accountable. By constantly jumping to new things (and driving employees crazy in the process), they aren't held accountable for the old things they did not implement. Owners also allow their employees to do the same thing ... jump to new tasks, new projects, new responsibilities, etc. without holding them accountable for implementing the old ones first. Sadly, a culture of excuses is tolerated instead of demanding a culture of results.

Employees major in minor things  
that produce minor results.

Your organization must face reality about where you are, have clarity of vision, have a game plan to get there, and on-going accountability to keep everyone on track, including the owner. Stop the madness. Do not allow ADD (accountability deficit disorder) to take over your organization. Hold everyone accountable for executing on the plan and goals. Do not tolerate excuses. Demand results. Do not allow people to jump to the next thing without completing the last thing. Keep on course. Do not allow numerous detours. Stay focused and disciplined. Treat the real ADD in your organization, Accountability Deficit Disorder, before it is too late.



## STRATEGY 6: GIVE UP YOUR TECHNICAL EXPERTISE, IT'S OVERRATED

What is one of the most over-rated abilities of a business owner? Technical expertise. That's right, the ability to do the technical work of the business...paint a bedroom, repair a toilet, move a household, care for the elderly, write an insurance policy, clean a home or office, remodel a room, etc. Why is having the talent to do such technical tasks not that special? Because millions of people can do those same technical tasks...some even better than you! Being a successful and satisfied business owner is NOT about being a gifted technician. It's about something more strategic.



Without question, technical talent and expertise are in high abundance. Everyone on the planet who has a job has some level of technical competence. As such, what is sorely lacking in most small business owners is leadership and marketing expertise...the skills and abilities to design, build and run the entire business, not simply complete technical tasks. Many owners are mistakenly "being the business" instead of "building the business".

Here is some tough love from your virtual business coach. If you are a business owner and pride yourself on actually doing the technical nature of the business (fix the computer or cook the burger), you may be a gifted professional or technician but please don't delude yourself...you own a job, not a business. If you are trapped working in the

technical trenches of your business on a daily basis (cleaning the carpets or cutting the grass), you are not functioning as a business owner, you are functioning as a doer.

And that's perfectly OK when you start a business... but not forever! While most owners wear multiple hats and perform multiple tasks when they start a business, they need to give up the technical hats as the business grows and evolves so they are left wearing the critical leadership and strategic hats. Sadly, many owners never make this critical transformation... from technical doer to strategic leader. Their heads are buried under hats and their lives are buried in the business.

Sorely lacking in most small business owners is leadership and marketing expertise

If you don't mind wearing lots of hats, doing lots of tasks, and working predominantly "in" your business and very little "on" your business, that's your call. It's your life and business. Just accept the unintended consequences...being overworked, overwhelmed, and feeling like a prisoner to your business.

Here is some business coaching to provide you with another way to think about your role. As an owner, your real job is to create technical jobs for others (painting, repair, selling, bookkeeping, customer service, administrative, etc.), not technical jobs for yourself. Your job is to be the leader of your business and establish the vision, model, direction, plans, goals, the systems (marketing, selling, operations, HR, etc.) and provide on-going accountability, to name a few priorities, so that others can efficiently and effectively do the technical, tactical and daily work of the business.

If you simply see yourself as a technician (painter, senior care provider, mover, cleaner, etc.), you will have a very limited mindset and restrict yourself to doing only those technical tasks. However, if you see yourself as an owner and marketer, you will have a much larger mindset and do the right things to design and build the entire business, not just the technical components of the business.



## STRATEGY 7: EXPAND YOUR KNOWLEDGE OF YOUR SELF, YOUR BUSINESS, AND YOUR INDUSTRY

Take advantage of the knowledge you can gain from your peers and industry insiders whom you meet at industry trade associations, conferences and events along with educational resources that come to your industry.



Take advantage of the knowledge you can gain from others



## STRATEGY 8: GIVE UP MICRO-MANAGEMENT. BECOME A SUPERVISOR, NOT A SUPER-WORKER

When uncertainty sets in, people have a tendency to get conservative and go back to old ways of doing things. They lay off people, start doing things themselves again and get back to old habits, include the dreadful disease of micro-management... that all too common condition where a business owner mistakenly thinks he/she needs to do everything in a business. That disease may not kill you but it will surely exhaust you on a perpetual basis and have you become a prisoner to your business. This doesn't need to be the case and there is a cure.

As a strategic business owner, your primary aim is to develop a self-managing and systems-oriented business that still runs consistently, predictably, smoothly, and profitably while you are not even there. You should shape and own the "business system" and employ competent and caring employees to operate the system. However, YOU should NOT be the business system.

Here is a simple four-step business coaching process to help you battle micro-management.

**Step one:** Document the work of your business so that you can effectively train others to execute the work. Create an operations manual for your business. After all, you want to make yourself replaceable in the technical trenches of your business. To repeat, define and document the specific work to be done and then train and delegate. Don't suffocate the talents and growth of your employees.

**Step two:** Change your mindset. Don't be content to be a super-worker, strive to be a supervisor! Stop the "I'll do it myself" and "No one does it as well as I do" attitudes. Learn to delegate. If someone else can do something 80-90% as well as you, give it up! Don't spend a dollar's worth of time on a dime task. Know your areas of brilliance, your

leadership responsibilities, and delegate most everything else. However, be sure to delegate, not abdicate or dump. Stay in touch with the person and their progress.

**Step three:** Know that your time is very valuable and learn to discriminate between the varieties of tasks you assume. Before doing a task, ask, "Does this task lead directly to increased profits, significantly reduced costs, improved customer satisfaction, or to me building a better business?" If it doesn't, dismiss the task or delegate it. Or ask, "Is this task worth AT LEAST \$100-\$200 per hour?" If not, find someone else internally or externally to do this task at a cheaper rate. You must realize that your leadership thoughts and actions (building systems, leading, planning, holding people accountable, coaching other leaders, etc.) are worth at least \$200 per hour. If you don't highly value your time and talents, you will never learn to be effective at delegation.

YOU should NOT be  
the business system

**Step four:** Get out of the way of your managers and workers. You pay them to do their work, so LET THEM DO THEIR WORK. Don't meddle on an hourly or even daily basis. Instead of you doing their jobs or micro-managing them, help them to clarify their roles, responsibilities, goals, and tasks and then simply hold them accountable for getting things done and for results. Of course, be sure to monitor your employees' performance on a regular basis but don't try to control them. Once they demonstrate competency and character, give your employees even more authority to make things happen. Let them tackle stuff on their own and come to you only when they need further guidance. Instead of micro-managing, manage by results. Without having to do everything yourself, you will grow to love some free time and your business once again.



## STRATEGY 9: KEEP YOUR HEAD IN THE GAME, GIVE UP YOUR INTERNAL CRITIC

Most of sports (and business) success comes down to mastering the mental aspects of the game. That is, you managing the between-the-ears type of issues and challenges that interfere with your desired outcomes. When a basketball shooter walks up to that free-throw line, especially with the outcome of the game in the balance, the nerves and mental demons come out. The "internal critic" creeps into the brain and starts the mental chatter... "you are nervous", "everyone is looking at you", "don't let your teammates down", "you will probably miss", "your teammates have been missing too", "you may lose the game", "you are not a good free-throw shooter", etc. It's no wonder they have a hard time making the shot.

The small business owner is no different than the athlete. You too have an "internal critic" in your head, continually giving a play-by-play analysis on just about everything. And believe me, most of it is not constructive criticism... in fact, it's highly destructive. The "internal critic" is your mental demon that is always lurking and trying to get you to stumble, to doubt yourself, and to sabotage your goals. It's the sum total of your fears, uncertainties and doubts.

The "inner critic" does not support you and your goals

You already are quite familiar with your "internal critic" based on the inner dialogue you have with yourself on a daily basis. Don't worry and don't deny it. We all have daily conversations with ourselves and most of them are not very positive or healthy. The "critic" is that pesky voice telling you to be aware of every real and mostly imagined danger. It's that nagging chatter trying to convince you that you are not good enough, that you are a phony, that you are just lucky, or that you are in way over your head.



As a business coach, I have seen way too often that the critic gets the better of the entrepreneur... getting them to doubt themselves, their abilities, their dreams and goals, and even their worthiness. Sadly, it derails them from the greater success and happiness they truly seek and deserve. Since everyone has the "inner critic", the important question is, "Do you listen to the nagging and negative critic and tremble ... or do you ignore it and triumph?" Hopefully, you remain confident, calm and sink the winning shot!

The great news is that the "internal critic" is NOT you. That eerie voice is not your true self. It's but a very small part of your prehistoric brain (brain stem/medulla) that helped our ancestors avoid bodily danger. Once, it was a genuine and useful survival mechanism that helped us "flee" like mad from life-threatening situations. It's also a "holding bucket" of some of our earliest childhood fears and experiences...all adding to and fueling the survival reflex. Consequently, the "critic" is an out-dated mental mechanism to help you survive, not thrive.

Again, this "inner critic" is NOT you.

Successful and satisfied business owners discover that the "inner critic" does not support them and their goals. In fact, it sabotages what they truly want from their personal and professional lives. Consequently, they learn that the "critic" is not really them but merely an obsolete survival mechanism that has gone astray. They do not let it dictate their thinking and actions. Successful entrepreneurs learn that "the critic" needs to be toned down or tuned out.



## STRATEGY 10: HOLD PRICES, ADD VALUE

Lowering your price today makes it difficult to raise it later. Instead, think about how you can add value to your product/service offering so that it appears your prices are lower, when in fact they're not.

We've seen it many times before, the economy gets tight and low-ball prices disrupt the normal bidding process. Struggling companies will sometimes price jobs below competitive levels, sacrificing profitability in an effort to keep the work. The concept just doesn't play out. In the end, the customer usually gets less than they need, the company that got the work goes deeper in the hole and the entire community gets a bit of a black eye.

While some customers will fall into the under-priced trap, most know that they have a very good chance of getting burned if they move to an unknown vendor with unusually low pricing. As a well-managed business, you know what your profit requirements are, and you know the needs of your customers. Holding to fair prices and delivering the right value is the more sensible approach.



In a sustainable business model,  
profitability is the engine.

No doubt your customers are carefully watching the bottom-line. Everyone is. But while they are careful not to overpay for support, they really can't afford the additional problems that come from accepting below-market pricing. Communicate with your customers. Be prepared to fully explain your fee structure and elaborate on the value your company can provide. Partner with your customers to help them address their challenges.

At The Goldhill Group, we talk a lot about sustainability. Many think sustainability is only about environmental issues. But protecting the environment is only part of it. A sustainable business approach addresses the needs of people, planet and profits. You can't support employees or address environmental concerns without profits. In a sustainable business model, profitability is the engine.

Your customers know that when the economy is tight, mistakes get magnified. They want vendors they can count on; vendors who will add value and help maximize opportunities. They need vendors who can respond accurately and quickly as opportunities arise and the marketplace shifts.

As we work through the challenges of 2009, there will be increased competition; some that will defy reason. Don't let this deter you from a plan of sustainability and quality. Show your customers that value is in the results. Be strong, be focused and be positive.

## STRATEGY 11: CUT YOUR EXPENSES

First, do what smart CEOs do during challenging times by re-evaluating business expenses. Try to find ways to eliminate waste with the goal of spending less. Get your employees involved in this cost-cutting process. Employees concerned about their jobs and their futures typically come together to make sure the company will survive. Look for small ways to save money.

**Renegotiate with Trade Suppliers.** Look for ways to cut costs is important especially in your big expense areas such as materials. Renegotiating deals to get a lower cost of goods or extend payment terms can increase your profit margins and reduce your borrowing costs from lenders.

**Renegotiate Your Long Term Obligations with Lenders.** Now is the time to try to convert your revolving credit lines into term loans. Bankers are often willing to stretch out payments or renegotiate loans for good customers. Meanwhile, look to other lenders to establish a new relationship for your credit line borrowings.

**Reexamine your leases.** Now is the time to reexamine and renegotiate leases or relocate to less expensive space. While moving costs money, vacancies in the marketplace have made for a more choices and better rates.

Look for small ways to save money.

**Reduce Subscriptions, Travel and Expense Accounts.** Oftentimes, by looking more closely, you can eliminate or reduce expenses in a variety of areas. For instance, instead of driving or flying to meetings, hold them virtually on the Internet via web conferencing software. Instead of subscribing to magazines and newspapers, read them online. Instead of sending your entire crew to a trade show, send only those who have a direct role in the marketing activities of the company.

## STRATEGY 12: FLIP YOUR BUSINESS

How often do we business owners play it safe when trying to improve our companies? Maybe we try to put some paint or duct tape on the ugly facets of our business. But how often do we truly go for massive and immediate improvements? We tend to be so close to the business that all we can conceive of and expect is incremental and slow change; an improvement of 5% here, 10% there. We tend to be afraid to really mix things up or upset the status quo. Sadly, our subtle and slow changes only bring minimal returns. That is very different from the mindset and approach of the house flipping artists on TV.

How would an objective and prospective buyer (flip artist) view your business? What would they be willing to pay for



your business right now, just the way it is? Would they see your business as move-in-ready or a real fixer-upper? What would a detached investor like and dislike about your business? What parts of your business would they find ugly or outdated? If so, would they greatly discount their purchase price?

What if we filmed a group of investors doing a Flip This Business on your business? How revealing would that be? What if these flip artists and investors came into your business, assessed your business having some outdated and ugly systems, processes and departments, and decided to buy your company at a highly discounted price. Pretend you let them. Then we filmed them for several months going to work on your business...improving, transforming, building value, and flipping your business for big returns.

For a moment, pretend that actually happened. Pretend that these Flip Artists or Turnaround Specialists had a bigger vision for your business than you do right now. That they could see the potential for dramatic improvement in your business...doubling or tripling the growth of your business. Also, keep in mind that these are objective investors that are not emotionally connected to the business and won't hesitate to do a massive make-over on your business. Again, they would want to dramatically increase the value of the business as fast as possible and then re-sell your business down the road for huge returns. What would they want to change?

Could a "Flip Artist" double or triple the growth of your business?

What outdated, ugly and ineffective systems, processes, methods, departments, etc. would these flip artists go after with a sledge hammer? What departments, systems or processes of yours would they blow up and start over building the right way...sales, marketing, customer service, operations, etc.? Again, they want to cut out the ugly to expose the beautiful and increase the re-sell value down the road. What ugly financial conditions need to be dramatically improved to attract the next buyer at a premium price? Are your costs out of whack? Your receivable too high? Your margins too low? Your sales too flat? Which employees would they quickly evaluate as needing to be let go? What sales and marketing practices would they transform? What technology would they update?

While this was just a pretend episode of Flip This Business and a bit extreme, nonetheless, what did your above answers reveal? Instead of letting someone else transform your business and reap the rewards, why not do it yourself? Consider adopting and adapting the mindset and methods of a flip artist. Where would you start and what would you change?



## STRATEGY 13: LEARN THE SECRETS OF YOUR PEERS



Talking to and meeting with other business owners both inside and outside your industry can provide fresh insight and different perspectives. Joining a CEO membership organization will provide an opportunity to share business ideas and provide solutions to fellow CEOs on significant challenges. Giving and getting advice from your peers removes the loneliness at the top syndrome and puts you in an environment conducive to learning and growing. Support from like-minded CEOs can help other business owners who are facing challenges and can't quite see the "forest through the trees". There's an enormous benefit in having a group that you can go talk to and that has no agenda beyond listening to you, challenging you and helping you become a better leader of a better company. Peer group members bring unfiltered feedback and guidance to other member's businesses because of the structure of the group. Surveys suggest that members improve the performance of their companies and personal life, obtain new knowledge, developed clearer performance benchmarks, report increases in bottom line profitability, top lines sales and increases in worker productivity.

Share business ideas and provide solutions to fellow CEOs



## STRATEGY 14: GET BACK TO BASICS

The world of a business owner can get pretty cloudy, confusing, and complex in less than a year or two. Initially, the business is usually small enough so that the owner can handle most of the transactions and challenges and feel in control.

As the business grows, so does the level of complexity and the number of customers, transactions, employees, issues and headaches. With few systems in place, the business outgrows the owner. In time, the owner feels less and less in control and more and more tired, lost and confused. In frustration, the owner can turn away from the basics and desperately search for more complicated and expensive solutions. Sadly, the owner forgets what they did early on in their entrepreneurial career to get results. They lose their way.

What they did and you did early on was to get clear on what you wanted, set goals, take action, and produce results. It wasn't very complicated, but it was highly effective.

Here's a simple success formula we all have used but may have forgotten. It's a **back to the basics formula**: a proven six-step path to achieving greater wealth, health, and happiness. This path, if strictly followed, can help you achieve any result you want in your business or personal life. You can have, do and become whatever you want. While this formula is simple, it's not easy. Here are 6 simple steps to greater success and satisfaction in your life:

**1. Get crystal clear on what you want** in your professional and personal life. Most ordinary folks never do this and that's why they never achieve breakthrough results. Write down exactly what you want to have, be and do. (Some people struggle with this. To help, think about what you don't want and then write down the opposite.)

**2. Get rid of negative or limiting beliefs.** Write

down what the "critic in your head" is saying about you and your desires and throw that junk away. You are not that person. That critic is simply your fears trying to stop you from getting out of your comfort zone. However, to increase your wealth zone, you must enlarge your comfort zone. You must believe you deserve a better professional and personal life. Stop making excuses. Tasting success ahead of time and taking action, as discussed below, will help you overcome these fears.

**3. Get excited.** On a daily basis (morning, noon and night), concentrate on what it would really feel like to already have, do or be what you wrote down in step #1. See the coming attractions in vivid colors. Get excited. Surround your goals with your positive emotions. It will be your vision and feelings that fuel your actions.

Set goals, take action,  
and produce results

**4. Get a simple plan on paper to pursue your goals.** Don't worry about mapping out all the steps, just some of the initial ones. You don't need to have all the answers to begin. Just get going. Don't get caught up in the overwhelming details of "how" you are going to achieve something; focus on the "why" you want it and then just get started. You will learn what you need as you go. In moving forward, the answers and next steps will be revealed.

**5. Get moving.** Take massive action on what you want. Focus on your goals every day and take some type of action every day. Follow your game plan and keep visualizing that you've already achieved your goals. Through action, you will create momentum, and with momentum you will achieve results.

**6. Get feedback.** On a weekly basis, look objectively at your results. If things are not working, it's not failure - it's simply valuable feedback. Adjust your actions to get different results. Then continue to take massive action and learn and adjust as you go.

## STRATEGY 15: INCREASE YOUR NET-WORTH BY INCREASING YOUR NET-WORK

Your net worth (or wealth) isn't only measured by the amount of money you have in the bank. For many, it's measured by the wealth of your of personal and professional network. Business is a game won by those with many and deep relationships. Build on the quantity and quality of your relationships. Marketing your businesses is most economically achieved through referrals generated by your network of clients, customers, vendors, friends, etc. Focus on increasing your network, not just your net worth. Deepen the power and possibilities of all your relationships – family, friends, clients, employees, suppliers, etc. The key question to ask is how referable are you. If you are getting enough referrals, then work on being a go-giver.

YOU should NOT be  
the business system



## STRATEGY 16: BE A "GO-GIVER"

In scary times, there is a tendency to focus on you and work harder and longer hours. Being a go-getter is a badge of honor. People often admire someone who can work hard to generate business, bring home the bacon, and create circumstances that go their way. Go-getters make things happen. But, being a go-getter comes from more limited, self-absorbed mindset about what's available in the universe. It assumes that the spoils go to those who work the hardest, fastest and most aggressively. Being a "go-giver" on the other hand puts others' interests first leading to returns that are most unexpected.

As leaders of organizations here are ten clues to spot whether you or others are go-givers.

1. They go out of their way to help others.
2. They recommend a competitor if they are a better fit.
3. They do you a favor, but are not looking for compensation.
4. They make connections for you because they believe in you.
5. They help you just because they want to and are not keeping score.
6. They help you without caring whether your status is high or low in life.
7. They are someone that others spontaneously and enthusiastically rave about.
8. They over-deliver on a job because they want you to be happy (and tell your friends).
9. They always seem to be connecting with the right people to make good things happen.
10. They listen carefully to how your day was, or how a project is going, without expectations.

Become a go-giver and watch  
your stock and value grow!

## STRATEGY 17: FOCUS ON ADDING VALUE TO OTHERS



Nobody likes to be sold to especially in tough economic times. So, focus on how you can create value for others.

Provide them with ways they can turn threats into opportunities. Show them

how to exploit their strengths. Sales result from delivering real solutions to real problems faced by real people.

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Put yourself in your customer's shoes. Only by walking in someone else's shoes can you really know what they are looking for, want, need, etc. Engage in deep listening. Ask powerful questions and then really listen to what they have to say. When you find out what your people want and then really give it to them, you will be adding value to them.

Get real with people! Add value and watch your stock rise!



## STRATEGY 18: TAKE TIME OUT TO RECHARGE YOUR BATTERIES

It is highly beneficial to take time away or occasional breaks from your business to do something fun or relaxing to recharge your body, mind and soul that free you from the daily obligations, tasks, routines, challenges, headaches and worries.

A break (one day or several days) is not only healthy for you, but also healthy for your family, employees, customers and your company. Every entrepreneur deserves to recharge their body, mind and soul on a year-round basis... particularly in the winter if you live somewhere cold, cloudy and dreary (ingredients for the winter blues). Time away will help you relax your mind, refresh your spirit, and give you a new perspective and new ideas. You will come back to your business better than when you left. Also, time away from your business forces your employees to step up and make decisions in your absence...that's a good thing. It also forces your company and employees to put operating systems in place so the company is not totally dependent on you, the owner, for making every decision, handling every transaction, and solving every problem. That's an exhausting way to live.

If fun breaks are such a good and healthy idea, why don't most business owners take them? Since they feel overworked, overwhelmed and like prisoners to their business, they mistakenly believe they can't afford the time to take a break. They think they are too busy, too involved and too essential to the business. These are merely excuses for and symptoms of the real problem...they are trapped working way too much "in" the business. They need to schedule time away and escape the "busyness treadmill" before they wear down or burn out. Also, without a business coach, most owners do not see the big picture and the necessity and benefits of taking strategic time outs in the first place.

Every entrepreneur deserves to recharge their body, mind and soul



## STRATEGY 19: COUNT YOUR BLESSINGS, EXPRESS YOUR THANKS

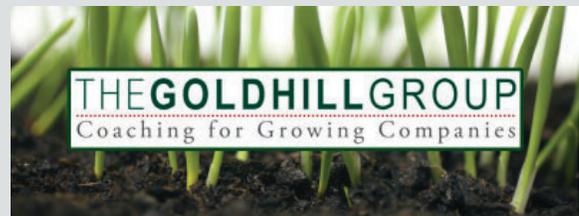
During today's crazy economic times, more than ever, we need to remember to slow down, reflect and count our many blessings, to keep things in proper perspective, and to focus on the long-term and the big picture. To recognize what is working in our business and life, NOT just what is not working. To remember who and what truly matters most to us.



Who and what are you truly thankful for? Who has made a positive difference in your life? To whom do you want to express your thanks, whether today or in the near future? It's not hard to do...just think and thank. Giving thanks for our family, friends, faith, health, shelter, food, and other simple things helps us realize how bountiful are lives are and takes us away from our frustrations, fears and criticisms.

Give thanks for our family, friends,  
faith, health, shelter, food, and  
other simple things

When is the last time you simply thanked your staff for their talents, contributions and camaraderie. Expressing your thanks and living with an attitude of gratitude is the right thing to do. And, when was the last time you directly thanked the people who supported you and helped shape your life and contributed to your business success? Do not wait until it is too late. Oftentimes, it takes losing a close family member or friend when it's too late to say thank you. Do not wait to express your thanks for what you have, what you are and what you have become.



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### THE GOLDHILL GROUP

30497 Canwood Street Suite 101  
Agoura Hills, CA 91301  
Phone: (818) 716-8826  
[www.thegoldhillgroup.com](http://www.thegoldhillgroup.com)