

## **Lose 30 pounds in 30 days without diet or exercise**

Yes, I know the title of this newsletter will likely find its way to a spam folder, as well it should. For the rest of you, please humor me by reading along. The other day, I was asked if I had any “real” advice or just the same ole common sense stuff. You know the set goals, calculate break-even, and have a marketing budget kind of stuff. I was told by this person that they were advanced and needed some high-end advice. I asked if they had set goals, calculated their break-even, and created a marketing budget. I swear in the silence I could’ve heard crickets chirping. They had not. Ah yes the, give me the quick fix doc and I’ll be on my way trick. It’s the “no need in me changing my diet and exercising, my problem is unique” bit. Our society has gone the way of the instant success route. Why do you think every time you go online you are inundated with:

- 3 Tricks for Whiter Teeth
- Make thousands of dollars without ever leaving your home
- Free government money
- Pay no taxes ever again
- The anti-wrinkle cream the doctors don’t want you to know about
- Never lose money in the market again

It’s because they get clicks. And yes, I have been guilty of trying one or two myself. Stupid hair-in-a-can. I just looked like I had gotten in a fight with a tag graffiti artist and lost. In reality, we know what we have to do. It’s just finding the motivation to do it.

Take my good friend Danny Snyder, owner of Danny Snyder Insurance, for example. He branched out on his own a year ago. He did the boring industry research, he invested time in creating a niche of doing his apples-to-apples comparisons of policies, and did cash flow projections. One year later he still updates his plan, researches industry trends and tracks his sales and expenses vigorously and compares them to his projections. Now, he is in a position to expand his book of business and grow. He does make changes to his business on occasion, based on customer feedback and financial data. You know what he doesn’t do. Look for the next quick fix.

I’m not totally averse to the occasional home run, but they are usually more of a result of your hard work and dedication, than by clicking on a shady internet link. For 2011, I would suggest picking out one or two of the following goals and sticking to them. Put them into your calendar, hang them on a wall, or tattoo them on your arm. Whatever it takes to stick to “losing weight the right way; not 30 pounds in 30 days.”

- Make sure you are prepared for a disaster
- Calculate your break-even for 2011
- Read your cash flow statement monthly
- Step up your credit and collections process
- Join a new networking group/industry association

- Make a new effort to identify your target market
- Create a customer loyalty program

### **January**

**Payroll in QuickBooks** workshop of Volunteer State Community College's Tennessee Small Business Development Center, 9-11 a.m. Wednesday, January 12, Ramer Administrative Building, Room 175, of Vol State annex next to campus on Gap Blvd. in Gallatin. Registration is required. Reserve online. [www.tsbdc.org](http://www.tsbdc.org). **\$25**.

**How to Start a Small Business** workshop of Volunteer State Community College's Tennessee Small Business Development Center, 4-6 p.m. Tuesday, January 25, Betty Gibson Hall, Room 110, of Vol State annex next to campus on Gap Blvd. in Gallatin. Registration is required. Reserve online. [www.tsbdc.org](http://www.tsbdc.org). **Free**.