



25 Success Tips

1. **Manage in good times for bad times.** Bill Gates adopted a more prudent approach and Microsoft has always maintained one year’s worth of salaries in the bank. They started this when they had just a handful of employees and are said to still maintain that cautious philosophy today.
2. **Create and protect intellectual property.** When structured properly, this is a key component that can increase the overall value of your business by two or three-fold. Do your due diligence and run trademark searches often.
3. **Keep things simple.** Streamline your systems and your life. It is always amazing how complicated human beings like to make life in general. Spend 1-day analyzing your current operation and brainstorm ways in which you can streamline systems. It will be remarkable how much time and money you can save by taking 1-day to focus working ON your business not IN your business.
4. **Bigger isn’t always better.** Don’t confuse market share with profitability. Keep a close eye on the bottom line. There have been numerous companies that have grown substantially in size at the cost of the bottom line. Mind the Ps and Qs of the monthly financial statements.
5. **At the peak of success, look for things you can do even better.** Blue Ocean Strategy co-authored by W. Chan Kim and Renée Mauborgne is a great book and site that shows businesses how to create new markets instead of drowning in the existing markets. Always look for ways to improve, because your competition or the next best thing are right on your heels.





6. **Be humble: success is hardly ever all your own doing and rarely irreversible.** Taking time for small notes of praise or simple thank yous are so often undervalued, but mean a world of difference to those around you.
7. **Think like an entrepreneur**-when you reach an obstacle, find any way around, through, over or under it. Following "the way" or a structured path is not always going to be the way to get results.
8. **Create a lean organization**...it's difficult to hide poor performance.
9. **Stamp out bureaucracy.** To ignite the entrepreneurial spirit, abolish unnecessary meetings, minimize paperwork, and simplify communication. How much could you or your employees get done in a day with one less meeting to prepare for and sit in?
10. **Stop analyzing, start taking action, and act with a sense of urgency**-making an off-the-cuff small decision does not always mean the world will crumble around you. Following your gut or first instinct is more often than not the right choice.
11. **Make rules, systems and procedures your servants, not your masters**
12. **Anticipate the unexpected. Practice the art of asking, "What if...?"**-creating a disaster PR plan may seem jinxing, but it will allow you to ponder the possibility of a day, meeting or deal not always going as planned.
13. **Be flexible; bend without breaking.** Adjust your policies, procedures, and rules in the best interest of customers (internal and external).
14. **Focus on individuals and capabilities, not titles**- Deal with people not positions.
15. **Market to employees, not just to your customers-**
16. **Promote your culture as well as your product**-It starts from the top. If all employees are as involved and buy into the company as much as the CEO and higher ups, everyone has more to gain.





17. **Look for creative, unusual ways to tell your story**-Just because you didn't have a life-altering childhood or death-defying experience does not mean you don't have a story. Little instances and actions have led to where you are today. Tell those stories. The mundane can be a beautiful thing and easy for people to relate to.
18. **Collaborate with others in creating your story**-it's not always easy to toot your own horn. Ask others around you to brainstorm with you.
19. **Use your story as a way to build spirit, service, and performance.**
20. **Have everyone play a part in keeping your company's advertising and marketing promises.**
21. **Dare to be different**-There is too much status quo in marketing, businesses and life. Coloring outside the lines is what people remember.
22. **Operate within your budget**-This may seem like a no-brainer but a little slip here and there is what separates the Microsofts of the world from the Enrons.
23. **Build credibility in everything you do**-Over deliver and under promise. If you don't make the decision to give more than expected, others around you won't either.
24. **Be on time or early for everything**-Early is on time and on time is late. 15 minutes early compared to 5 minutes late often means the difference between success and failure.
25. **Have an exit strategy**-plan ahead now for your sale of the company. Even if you envision yourself staying at your business until the end, create a process in case someone else has a different plan for you.

