

THE BEACON for Business Success

For People Who Want to Boost Their Business Skills And Embrace Success



JANUARY 2008: Is your business healthy? Need a check up?

Inside you will find...

How you can **give yourself a morale booster** when you are feeling discouraged about your business.

Learn how to **take responsibility for your working relationships** by asking specific questions.

Using these three simple ratios will help **give your business a 'health check up'**.

**Do you want to take your life and your business to a new level?
Express yourself with confidence and creativity?
Make more money?**

You can do it! Just like so many others who discovered the amazing possibilities business coaching has brought to their lives.

Schedule your ***FREE personal and confidential 30 minute telephone coaching session** with me, Lois Galloway.

AND

Let me show you how you can expand your business skills and open your horizons to what's possible!

Book your ***FREE personal telephone session** today!

Call Lois at (905) 713-1352 or email lois@discoveryyourselfcoaching.com

What I Have Learned...

I have learned to ask a lot of questions!

Quote

"What you do speaks so loud that I cannot hear what you say."

- Ralph Waldo Emerson

It's a new year... Give yourself a morale booster!

Are you feeling somewhat discouraged about your business? Feel like you're not getting anywhere?

Well now is an excellent time to sit back, take stock and review all the things that you have accomplished over the past year.

Operating your own business can be a real rollercoaster ride, at the best of times. The highs feel great on those good, busy days but oh, those lows! They happen during quiet times or when a good contract goes bad, or a great prospect falls through.

Try these morale booster tips to help make yourself feel better.

1. On a monthly (or even weekly if you feel the need) basis, **record your progress** for that period of time. Then, at the end of the year you can take a look back and see just how much you really have accomplished. Some ideas might be:
 - All the contacts that you have made in person
 - All the one on one email contacts you have made
 - Networking events that you have attended
 - Publicity that you have received or press releases you published
 - Professional and personal development projects you have completed

***Business Coaching is an excellent tool to improve your skills and increase the bottom line - let me show how I can help you!**
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- Any recognition, awards or nominations you received
 - Volunteer projects you have taken on or supported
 - New clients/customers you have signed up
 - Potential clients that have shown an interest in your service/product
 - Any new marketing strategies you have built and/or executed
2. **Join or create a Success Team** (Master Mind Group). Great for sharing ideas, gaining new ideas, referral business and a wonderful, safe place to state your goals and be held accountable to.
 3. **Ask some of your clients for feedback** on the work that you have done with them.
 4. **Review any testimonials** you have collected... especially on down days.
 5. Get out of the office occasionally with a friend or colleague and have coffee together. Great to **share similar concerns with a like-minded person.**

Have you mastered "Relationship Responsibility"?

If you are waiting for your staff/employees to tell you how they are feeling these days, you may have a very, very long wait.

You need to take responsibility for monitoring your workplace relationships.

Start by asking your employees (and this can also apply to colleagues) questions like these:

- What is it that you value most about our working relationship?
- What do you feel I am doing right that keeps our relationship healthy and strong?
- In what ways am I helping you achieve your goals?

- How can I improve?
- What goals could we work together toward in the next 12 months?
- How can I make your life easier?

Would you like to become more effective in your "Relationship Responsibility"?

Why not schedule a ***FREE 30 minute confidential telephone coaching session** with me, Lois Galloway and discover how you can develop this skill.

Call Lois at (905) 713-1352 or email lois@discoveryyourselfcoaching.com

Good Time to Give Your Business a Health Check Up

Ever notice how lenders love to analyze ratios. It's a way for them to see how your business is measuring up and it allows them to compare your business to similar businesses they have loaned money to.

BUT ratios are also a great tool for business owners too!

Why not find out how healthy your business is. Learning how to calculate these three financial ratios will let you check the temperature of your business, help you to diagnose potential problems and see if your business is doing better or worse over time.

1. Current Ratio

This is an excellent tool to measure whether or not your business has enough resources to pay its bills over the next 12 month period. The formula is:

Current ratio = Current assets/Current liabilities

A current ratio of over 1 is good news.

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2. Total Debt Ratio

The name says it all! This ratio shows how much your business is in debt.

Total debt ratio = Total debt/Total assets

It's an excellent way to check your business's long-term solvency. The lower the debt ratio, the less total debt the business has in comparison to its asset base. On the other hand, a business with a high debt ratio is in danger of becoming insolvent or going bankrupt.

3. Profit Margin

Calculating the profit margin will provide you with how much net profit your business's sales are producing. The formula is:

Profit margin = Net income/Sales

Other than the very obvious generality that the higher the profit margin is the better off the business, the profit margin is an extremely useful measure of how your business is performing over time.

Contact Lois for a **FREE 30 minute discovery session** either by phone or in person.

Lois Galloway
Business & Personal Development Coach

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Lois Galloway is a member of International Coaching Federation, Coaches Canada and International Association of Coaches; trained by Coach University, Facilitation First and Relationship Coaching Institute, all well respected training facilities.



Lois provides her clients with a nurturing, non-judgmental space to engage in stimulating conversations and explore exciting possibilities that get positive results.

Her 30 years experience as a successful entrepreneur helps guide individuals on their journey toward personal and business related goals.

Personal Coaching:

- Women in their turbulent (sometimes troublesome) 40's and 50's
- Middle-age men wanting to reshape and transform their lives

Business Coaching:

- Business owners who can't find enough hours in the day to get things done
- Leaders who are paralyzed by fear of failure
- Team players who are frustrated with dysfunction and conflicts

Facilitation:

- Focus Groups looking for clarity and solutions
- Business teams, meetings
- Workshops and teleclasses
- Lois is a Certified PRINT Survey Assessment provider/coach.

Lois' fees are available upon request. For fee structure and additional information, please send an email to: lois@discoveryyourselfcoaching.com

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