

# THE BEACON for Business Success

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



JULY 2008: The clock is ticking

## You're all set to start your own business.

You have the drive. You have the desire. You have the commitment to make this thing work!

BUT there's one thing that you are lacking.  
**An idea for the business itself.**

Don't worry because even very successful entrepreneurs sometimes have difficulty deciding their next move.

**In just 60 seconds I can show you steps you can take to come up with a 'real idea' that will get you moving on the road to small business success.**

Ok, let's start the clock ticking...

### 0-60 seconds:

It really is all about attitude. **Being positive and optimistic is the foundation for achieving what you want.** Research, asking appropriate questions and that old brainstorming technique are all necessary and worthwhile to achieving your goals. Remember to always use your mistakes or failures as wonderful learning opportunities.

### 0-47 seconds:

**Your powerful ideas may be related to something you are already doing or something that you are familiar and comfortable with.** Trade places with your potential customer and think about what you like about the product or service and what might be added to bring more value.

### 0-34 seconds:

**Find a good sounding board.** Your friends and family members may be available but emotions may cloud their objectivity. You want advice from someone who will ask the appropriate questions and someone who can get to the heart of what you truly want. **A personal coach could fill the bill!**

### 0-28 seconds:

**Learn everything there is to know about types of businesses that draw your interest.** The more research you do, the easier it will be for you to spot a trend or need that a small business likes yours can fill.

### 0-12 seconds:

Recently I was at an air show and watched anxiously as a wing walker performed. Have you ever watched one of these dare devils in the air? They have a very simple rule for survival that's just as applicable to entrepreneurs: **Don't grab for something unless you already have a firm hold on something else.** There's really no pressure for you to make hasty decisions or investments. Keep your mind free to think through ideas.

### 0-03 seconds:

**Business plan!** I know building a business plan seems daunting to most of us but incorporating your research and ideas into a business plan is a great exercise that will help promote possibilities. It will also help you assess contingencies, opportunities and limitations of any ideas that you have come up with.

*That's it!*

If you would like some help with this,  
**just give me a quick call at (905) 853-9959**  
or email me at [lois@discoveryyourselfcoaching.com](mailto:lois@discoveryyourselfcoaching.com)  
and we can talk about your business ideas  
and how you can get into action!

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## Focus On The Business™ System

A business coach can provide you with a **blueprint** that will encourage you to develop a laser-like focus on priorities so you can achieve the success you desire.

**My Focus On The Business™ System** will equip you with new management skills that will encourage you to stay accountable to your goals. The system I have developed allows business owners to minimize pain and mistakes while they take their business to a higher level.

### Together we will:

- Develop your company mission statement, goals, strategies and initiatives;
- Promote your business by attracting more clients;
- Keep you focused on your customers;
- Help you learn more effectively and quickly;
- Spend your money to leverage profitability;
- Build successful marketing strategies;
- Encourage you to work on your business;
- Generate successful RESULTS.

**Call today** (905) 853-9959 for a **FREE 30-minute consultation** and we can begin immediately to explore how Business Coaching can transform your business.

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## I Have Learned

I have learned that things are often much easier than I thought.

## Quote

"You've got to love what you do to really make things happen."

- Peter F. Drucker

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## Don't fall into these traps/mistakes that are all too common to many entrepreneurs:

- 1. Getting Wedded to an Idea and Sticking With it Far Too Long**  
Don't marry a single idea without considering all possibilities. **Remember, the currency of all entrepreneurs is IDEAS.** Play with your ideas and get a feel for the ones that will bring you money and success.
- 2. No Marketing Plan**  
**Having a good marketing plan will create the kind of attention you need to get in front of the right types of people, companies, etc.** It's what will attract people to YOU. I could help you explore ways to effectively and efficiently market your business at low to now cost.
- 3. Not Taking the Time to Know Your Customers**  
**Your customers' preferences and your competitors products will be constantly changing.** Unless you take the time to get to know what they want, what they will likely want and need in the future and what their buying patterns are ... you won't have the right products or services for them right now.
- 4. Ignoring Your Cash Position**  
Wouldn't it be wonderful if customers responded to your products/services in the timeframe that you think they should. Know this: **You'll need plenty of cash to sustain yourself** in the meantime.
- 5. Being a Lone Ranger**  
When I was a young girl, I never missed an episode of "The Lone Ranger". Now many of you will not be familiar with this show but it depicted a masked man on a horse who saved the day, all on his own. Well, you may feel like the Lone Ranger, the key to absolutely everything **BUT you cannot do everything yourself and grow at the same time.**

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

Lois Galloway  
Business & Personal Development Coach

Discover Yourself Coaching  
lois@discoveryyourselfcoaching.com  
**www.discoveryyourselfcoaching.com**  
(905) 713-1352

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](mailto:lois@discoveryyourselfcoaching.com)

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