



<p>December 2012</p>	<p>Happy New Year: A Time for Assessment & Goal Setting</p>
<p>Other Helpful References & Tools</p>	<p>The start of a new year is a great time to help VR customers reassess priorities and establish goals for their self-employment ventures. Here are 5 great tips for helping them to get started.</p>
<p><u>Marketing Tips & Tools</u></p> <ul style="list-style-type: none"> • Test Marketing • Publicity • Social Media • SEO • Loyalty Programs <p><u>Helpful Articles</u></p> <ul style="list-style-type: none"> • Web Marketing Checklist • Avoiding Burnout • Risk Management • Cash Management • No-Cost, Low-Cost Marketing 	<p>#1 CELEBRATE PROGRESS!</p> <p>How did you do this year? List all of your successes in writing and celebrate each one of them. All too often we spend time on what went wrong versus what went right!</p> <p>#2 SELF-ASSESS</p> <p>What are the organizations' internal <u>S</u>trengths and <u>W</u>eaknesses, as well as external <u>O</u>pportunities and <u>T</u>hreats as you look to the year ahead? Read up on what a SWOT Analysis is and use the SWOT Analysis worksheet to capture your answers. Invite others in the business to perform this exercise as well, and come together afterward to share notes and perspectives.</p> <p>#3 FOCUS</p> <p>The #1 rule to success in business is focusing on sales and profitability. Knowing <i>what</i> sells <i>why</i> and to <i>whom</i> "profitability," and focusing on repeating and refining this process drives success! Avoid diversifying when it dilutes your capacity to fulfill your core purpose and objectives.</p>
<p>Business Counseling Sources</p> <ul style="list-style-type: none"> • International Institute of New England • NH Manufacturing Extension Partnership (MEP) • NH Innovation Research Center • NH Small Business Development Centers (NH SBDC) • Amoskeag Business Incubator • SCORE Counselors to America's Small Businesses • Center for Women's Business Advancement • Technology Forum 	<ul style="list-style-type: none"> • Sales Tools: To assess your sales strategy, read Selling is Like a River and use the Mapping the Sale (PDF) worksheet. • Profitability Tools: Examine profit margins by using the Revenue/Unit Forecasting (Excel) worksheet, and P&L (profit/loss) Forecasting (Excel) worksheet <p>#4 GOAL SETTING</p> <p>Without goals that are written down, tracked and quantifiably measured, progress is seriously compromised! Check out Business Planning: Why Plan? and use the Business Plan Outline to revisit your business strategy for the coming year. If you don't have a plan, use the 5 Steps to Self-Employment online mentoring program or workbook.</p> <p>#5 MANAGE TIME</p> <p>Unlike common beliefs, time, not money, is the scarcest resource in business. Tools like Functional Time Use Analysis and Time Planning Schedules are valuable assets for any business owner/manager. It is important to choose and use a time management tool that fits your needs. For a variety of other options, visit your local office supply store</p> <p>Got questions? AskBUZ. Thank you and best wishes for a happy, healthy and prosperous New Year!</p>

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