

# Business Advice Ltd

Ten Tips for a Successful Business June 16th 2005

Just a short **Spirit** today... prompted by a mailing piece received in the letterbox from **Snap Printing**. The message is clear and powerful, and worth repeating.

1. **Write a business plan and stick to it** - Always know where you want to go and how to get there.
2. **Remember the 80/20 rule** - If 20% of your customers are producing 80% of your revenue, be sure you know who they are and treat them like kings.
3. **Stand out from the crowd** - With a memorable business name and logo.
4. **Hire the best people you can** - And pay them the most you can afford.
5. **Promote benefits, not features** - In other words, be sure to tell your customers what's in it for them.
6. **Stay image conscious** - By maintaining a consistent look across all your printed material.
7. **Be your own Auditor** - Write a budget, set your financial goals, and continually measure your progress.
8. **Increase your sales staff for free** - Satisfied customers are your best source of referral advertising (and they won't cost you a cent in commission).
9. **Go with the flow** - Carefully manage your cash flow by conserving your capital and never committing cash until it is absolutely necessary.

And the most important tip of all...

10. **Make Business Advice your Business advisor.** *OK I put that one in.*

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