

Special points of interest:

- Here are just some of the business issues we can help you with:
- How to work ON your business, not IN it—following the E-Myth.
- What it takes to create the perfect turn-key operation.
- How to develop your essential business skills.
- How to create the ideal marketing plan.
- How to build a business that works by itself.
- How to get extraordinary results from ordinary people.

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Should You Spend Money Marketing in a Recession?

Most would think that spending money on marketing your business during tough economic times would be as wise as riding a motorcycle without a helmet. But when managed properly, businesses who market wisely may not feel the impact of a down-turning economy.

There are two keys to achieving this: 1) targeting and identifying who your profitable prospects are 2) maintaining a strong relationship with your ongoing profitable customers.

There are companies that sell lists of companies with contact names and information. These lists can

be purchased by industry, demographic information and even geographic information. There are also analytical and forecasting tools that can identify your best prospects by industry. Investing ahead of time in a well-informed list of prospects can save you thousands in returned mail, printing costs and wasted labor.

Another important marketing strategy is ongoing credit screening and evaluating. You need to be aware of companies that are likely to pay on time or not. This is not only true of prospects but of ongoing customers. Your business's financial status is relative to that

of your customers. So be sure to evaluate their financial standing periodically.

Your current clients may indeed be your biggest opportunity. Consider ways to maximize the dollars your current clients spend at your business. While it may take some creative positioning and time building strong relationships, this strategy often proves the most successful, especially in tough times.

To discuss these ideas more specifically, please feel free to contact us. We would be happy to assist you.

Project Management vs. Ongoing Management

Knowing the difference between project management and ongoing management can mean the difference between success and failure. Ongoing management is a long-term investment in achieving a constant goal. Ongoing management is the role of the business leaders. Project management is a short-term investment aimed at meeting a time-sensitive need that may or may not recur. Project man-

agement can be delegated to team members who demonstrate strong organizational and leadership skills.

There are some distinct characteristics of successful project managers:

- Enjoys a challenge
- Is comfortable with change
- Is not afraid to take calculated risks

- Develops new approaches to problems

- Manages people well

Are there people in your organization who have these characteristics? Have you considered giving them more opportunities to project manage so that you can manage?

Strategies for Hiring the Right Attitude and Aptitude



It's not enough to have a warm body filling a vacant spot. Every business has specific needs and skill requirements. To make sure you are finding the right people with the right attitude and aptitude, follow these simple strategies.

Identify Yourself. Ask yourself what it is about your organization and its people that make it unique to your customers or clients. Be clear about what

makes your top performers different from the average performers. Now you can screen applicants for these qualities and find what you need.

Testing, Testing. Be sure to gauge applicants' skills. You may want to test for competencies and skills specific to the company or the particular position. Don't just leave these tests to math and job knowledge, consider phone etiquette, people

skills and problem-solving tests.

Employees Hiring Employees.

Involve your employees in the interview and candidate selection process. Remember, people tend to recognize and stick with others who share their skills and knowledge.

However, employees who recommend certain candidates should be excluded from hiring decisions.

Why Ask Why

"The great use of life is to spend it for something that will outlast it."

William James

Wise business leaders know that listening to their clients is pivotal to the success of their business. And at the crux of it all are the WHYS.

Here are some valuable tips and critical questions for getting to the source of your success. Ask questions like:

- Could you elaborate on that for me

- Could you tell me more
- Why is that such an important area for you
- What would be the effect of ...
- Would it be useful if ...

What do your customers really want? More importantly, WHY? The skilled communicator is always working at these "deeper" levels. The Why holds the key. It

might be so that they have a better lifestyle. It might be so that they can get more discretionary time. People's needs are constantly evolving and changing. Your products and services must evolve and change as well. Keep listening. Keep responding to what you hear.

Humor

"Bless me, Father for I have sinned. I have been with a loose woman." The priest asks, "Is that you, Tommy Shaughnessy?" "Yes, Father." "And who was the woman you were with?" "I can't be tellin' you, Father. I don't want to ruin her reputation." "Was it Brenda O'Mally?" "I cannot say." "Was it Patricia Kelly?" "I'll never

tell." "Was it Liz Shannon?" "I'm sorry, but I'll not name her." "Was it Cathy Morgan?" "My lips are sealed." "Was it Fiona MacDonald, then?" "Please, Father, I cannot tell you." The priest sighs in frustration. "You're a steadfast lad, Tommy, and I admire that. But you've sinned, and you must atone. You cannot attend church

for three months. Be off with you now." Tommy walks back to his pew. His friend Sean slides over and whispers, "What'd you get?" "Three months vacation and five good leads." says Tommy.

Breaking Even at First — Generating Super Profits Later

Sounds crazy? This concept can be a powerful tool for growing your business. The logic is this: you should be willing to break-even on an initial promotion — or even lose a little — if you know you will make money on the back-end.

To put that another way — you make the first offer so attractive that you lock clients in for on-going services or products. It's in these "on going" or second generation services that the real

profits are generated.

A classic examples is, of course, what's been happening lately with mobile or cellular phones. Companies are practically giving the phones away in order to get the revenue that flows from their use.

Another classic example is a newsletter. By offering valuable content and including undeniable offers, you have the oppor-

tunity to learn more about your clientele and stay top-of-the-mind with clients. For example, if you run a beauty salon and you offer practical and proven hair care tips with incentives for products you begin to establish yourself as a trustworthy authority.

For more information, contact your Principa Alliance member.



Where to Look for a Great Idea

Great ideas often grow out of the problems and frustrations that individuals have. Chances are if you have a problem or frustration, you're not alone. More importantly, you're probably not the only one who could benefit from a solution. There in lies a marketable idea.

Look at your work, consumer and life experience and deter-

mine what you can do better than is currently being done. Look to your current customers or clients. What do they have to say about what you could do better? If you haven't done so already, ask them. Be sure to ask them what they cannot find in other businesses. Consider whether it is worthwhile for you to provide that service or product. .

Don't forget to ask your team. They will have their own thoughts and experiences that you can use to your company's advantage.

While you may not be able to implement every idea, be sure to thank those who take the time to offer suggestions.

"Every person takes the limits for their own field of vision for the limits of the world."
Arthur Schopenhauer

Creative Perks for Attracting Seasonal Help

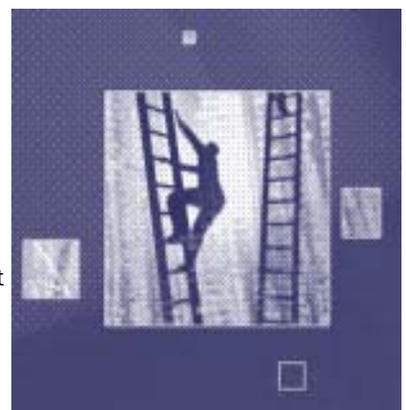
Human resources and recruiting experts say the best benefits to attract seasonal workers are:

- Great location
- Free or subsidized housing
- Temporary health insurance
- Profit-sharing
- Hiring and completion bo-

- nuses
- Employee Assistance Programs providing counseling
- Organized and free recreation programs
- Internship credit
- Career-oriented jobs
- Coordinated benefits between opposite season employers

- Potential for "romance and adventure"
- Flexible hours

Consider using seasonal help to complete projects that would not otherwise be a high priority.



Is Your Business YOU-nique

Marketing people frequently say it's important to have what is called a "Unique Selling Proposition" (USP). A USP is often touted as the distinguishing advantage you hold out in all your marketing, advertising, and sales efforts. It's what makes your business unique and the preferred choice of your most loyal customers.

Some people started to move what they saw as "beyond" USP's. "You must," they said, "create an EVP." EVP stands for Extra Value Proposition. The point was made that people buy value so they'll buy from you (the theory goes) if they see more value in what you're

offering.

We put it in a somewhat more all-embracing way (and we hope, in a way that's easier to grasp).

Follow this logical sequence:

- People buy differences they perceive
- Therefore, we must differentiate (or at least give the *perception* that we're different)
- That difference must be at our very core of the company and flow into everything we do

- That then gives us a constant uniqueness.

Hence — Unique Core Differentiators (UCD's)

The most important word there is "core". When you've defined what the differentiators are (note — differentiatorS — you can have more than one) they have to be at the very center of your company — at the very "core" of your being so to speak.

To explore your unique core differentiators, contact your Principia Alliance member. We would be happy to help.

About Our Consulting Services

We are not your 'average' consulting firm. Far from it. We are members of the Principia Alliance, an international network of consulting professionals.

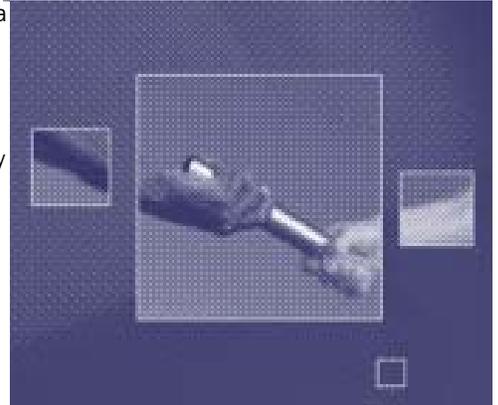
So when you work with us to improve your business you're gaining access to a global knowledgebase and a wealth of consulting experience that is much more powerful than any one firm could offer.

Combining our knowledge of your business, the personal relationship we share with our clients and the consulting tools,

support and networking power of the Principia Alliance, we can help you achieve more with your business than you imagined possible.

Our goal is to help you build a stronger, more profitable business and enjoy a higher quality of life and greater financial and personal freedom as a result.

We can and will do so much more for you than just 'keep the score'. Contact us today to discuss how we can help you build a business that delivers on its promise.



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