



Welcome to Your Virtual Board

In spite of all the depressing news about the economy - **rejoice!** - the fact is that there are now more ways to make money than at any other time in history. There are more routes to market. There are more products and services. There are more people willing to pay.

Now here's the bad news - unfortunately, this money does not flow to those who are just competent at what they do. You have to be good at what you do and you must be good at marketing what you do.

Over the coming months, I'll give you tips and ideas aimed at improving every aspect of your



Night view

business as well as helping your own development.

You are welcome to contact me:

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Reflections:

"Nobody can go back and **start** a new beginning. But anyone can **start** today and make a new ending".
Maria Robinson

"A moments insight is worth a life's experience."
Oliver Wendell Holmes

"Imagination is more important than knowledge."
Albert Einstein

My 10 Biggest Competitors

Working as a professional business advisor, you may be forgiven for thinking that my main competitors would be other advisors or consultants. But no, it's actually the companies that need my type of help that are the 'competition' - preventing themselves from getting the help they need - and making their lives tougher as a result. Here are the top 10 comments I hear.

1. "Haven't got time for that - I've got too many fires to fight!"

Fire fighting can make you feel useful and needed, and can become addictive. Too much is a sign that your business is out of control, and I can guarantee that your business performance will be suffering as a result.

2. "What difference could an outsider possibly make to my business?"

Quite a lot actually! You're likely to be 'too close' to your business. An outside view, from an expert who can take an overview of your whole business is likely to result in rapid and far reaching benefits for you. I've helped a number of businesses where the owners were originally convinced that no-one from outside could help. I have a saying "If you do what you've always done, you'll get what you've always got - if you're lucky!"

3. "I've resigned myself to live with the problems - I've lowered my expectations and given up on my original dreams - I guess there was no alternative."

This is working on the 'If you can't change the problem, change the way you think about it' approach, and is a natural human reaction to preserve your sanity! But don't write your dreams off yet - get an impartial view from a business professional who has probably encountered most of the difficulties you face.

4. "I know I don't really understand this, but I'll have a go and hope for the best, as I don't want to spend money unnecessarily."

You may be tempted to think "How difficult can this be?" You are the expert in your field - this is what you enjoy and do best, and where your time and effort should be spent. Be smart and bring in expert help to support you in the other areas where you feel less comfortable. Likewise, where I support clients, I can coordinate what is best for their business as a whole, and won't hesitate to bring in other experts known to me when I feel the client will be better served.

5. "I know I should do something about this, but I really can be bothered."

Some areas of your business are just not going to inspire you - even when you know they're important!

understand your situation and suggest the benefits you may gain by taking action versus the likely results of carrying on as you are. The choice is then yours. I can arrange for experts (who enjoy these areas that you don't) to take care of these for you. Some clients want me to hold them to account as this can give them the gentle nudge they need, and the structure they want.

6. "It's just not the right time to do anything about this."

There will always be circumstances that you can use to justify to yourself why now is not the time to finally sort your problems.

When is the best time to plant a tree? Answer: 20 years ago.
When it's the second best time to plant a tree?

Answer: Now!

7. "Problems, what problems? It's just a temporary blip."

This is the most dangerous place for your business to be and is characterized by: Finger-pointing; "problems are temporary"; "it's someone else's fault"; "our business is different". Often there is an irrational attempt to be optimistic, or to look for comforting data. You need an external influence to bring realism and help lift you out of this 'den of denial'.

8. "I know I need help, but what would others say about me bringing in experts."

You are an expert in your field – which has made you successful. But no one person can be expected to have all

the expertise to solve all the problems you're likely to encounter in running a successful business. I'm not an expert in everything either - but I am an expert in taking an overview on what needs to happen in a business, and I make it my business to be in touch with experts in every field that you may need. People will not think less of you for bringing in support - they will quickly realise your wisdom in sourcing the right solution - making your business better!

9. "I realize that I could probably make or save five times my investment, but it's still spending money isn't it?"

There are times in life when you have to 'spend money to make money' - think of it as an investment with a good likely rate of return. In most cases, it will actually cost you more money, yes - MORE money, NOT to use my services. It's a bit like having a leaking roof which needs to be fixed - and if you ignore it - the damage will spread and be much costlier to put right later on!

10. "This is really hurting now, and I can't see a way out – my options seem to be disappearing – only to be faced by options that I like even less!"

If this is where your business is now, or if you realise this is the path you are on - you need to get professional help now. This will not improve without the right help; don't suffer alone.

Whatever your circumstances, Harry Goldstein can help.
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Do people buy the cheapest?

A survey showed that 18 to 20% of people will only buy the cheapest product or service, regardless of whether it works, or whether they really want or need it - if it is the cheapest

they will buy it. Less than 1% of people will only ever buy the most expensive product.

The vast majority i.e. 80% are not interested in the cheapest or the most expensive products or services - their criteria is the best possible value for money.

Let's be absolutely certain of this great principle: people buy value, or their perception of value, not price. So professional sales people sell value and not price. Don't ever be afraid of, or embarrassed by, your prices. Be proud and be positive because any fear will be conveyed instantly to the customer.

The Story of the Tiny Frogs

There once was a bunch of tiny frogs who arranged a climbing competition and the goal was to reach the top of a very high tower.

A large crowd gathered around the tower to see the race and cheer on the contestants. The race began. No one in the crowd really believed that the tiny frogs would reach the top of the tower. The crowd began to call out... "That's far too difficult!", "You'll never make it to the top!", "You will never succeed, the tower is too high!"

Sure enough the tiny frogs started to collapse one by one as the task became

too tough and the cries of the crowd began to affect them. Except those who got a second wind and climbed higher and higher. The crowd continued to yell out. "It's too difficult, no one will make it!!"

More tiny frogs got tired and gave up but one continued higher and higher... This one wouldn't give up! At the end that one tiny frog who made a big effort reached the top of the tower. Everyone wanted to know how the tiny frog had managed it.

A fellow contestant asked him how he had achieved such a magnificent feat. The winning tiny frog looked blankly at his fellow contestant and said that he had focused only on the goal - and didn't hear the negative comments.

The moral of this story...

Never let other people's tendency to be pessimistic or negative take your dreams and aspirations away from you! Always be POSITIVE. Focus on your goals when people tell you that you should not try to fulfil your dreams. **BELIEVE and ACHIEVE!**



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Don't waste time wishing for less competition - instead: Seek greater insight for your business!

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