



Woodstock Chamber Of Commerce

Keep Growing

How to Keep Growing Your Business

the Chamber
connecting you

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Introduction

Start your own business they said. It will be fun they said.

Before we get the party started, let's look at the reality of owning a business.

Entrepreneurs are some of the hardest working people on the planet, who often surrender family time for 16-hour days, and can't remember what a weekend is.

Questioning their sanity – they choose this life. They are wired differently, often creative geniuses who see the big picture before anyone else can, or will.

If you're an Entrepreneur chances are you have a business up and running. You're offering a service or product that's satisfying customers, and you're collecting a profit. It's no longer a hobby, but it's not allowing you to jet set off to a luxury vacation either. It's a beast that needs to be fed.

So how do you keep growing?

"On average, 150,000 new small businesses are created in Canada each year, but only 51% of new businesses survive 5 years. (GoForth Institute)"

Beat the statistics! Grow Forward...

Set Goals

Set Goals and Deadlines

Always make your goals SMART



SMART – SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT and TIMELY.

Please, if you do nothing else, be realistic about your goals. You don't want to complicate your matter more by tossing unreachable goals into the mix.

Small, doable goals are all stepping stones to your big picture. Give your goals a deadline, so you stay on track and can look forward to crossing them off your list of accomplishments.

[Learn more](#)

Stay Open

As you likely already know, changes come out swinging at you. Sometimes, things are running fabulous, without a glitch and then - Bam! Change.

You must be able to roll with the punches, and be open minded to alternative ways of operating. Change is good as they say, so be open and ready when it happens.

You may have a plan, and it may get thrown out a window, so just know things often happen for a reason.

Look for the possibilities.



Quality and Value

It will be tempting to drop prices or offer heavy discounts to entice customers. Instead, **focus** on the quality your product or service offers. Let that be your value to everyone.

Your customers will see the difference you deliver and will trust you as an expert and leader in your particular industry.



Love To Learn

Keep training, studying and **learning** about your business. Don't think that you know everything there is to know.

Inspiration for growing your business will come from ideas generated from learning.

There may be something out there that will spark innovation in you to run your company more efficiently or even a product that enhances your current ones, you can carry that your customers will love.



Schedule

Staying focused is not easy, if you are putting fires out everywhere, or get sidetracked with big, new ideas. Use a **schedule** and stick to it.

Add exercise to your agenda. The benefits of working out far outweigh the time taken from your business.

Eating is also important. When was the last time you had a proper, healthy meal?

Schedules create balance. You are craving that, and your body will let you know when you are out of sync.



Think Outside The Box

It's o.k. to think outside the box. **Take some risks.** Whatever your current competition is doing, do it different.

Change your path, be a little risky and try something totally new.

Your clients will see your niche as a welcomed breath of fresh air. They want to be challenged and you can offer this to them.



Don't Go It Alone

Someone has been there, and done that. They are invaluable to you. Find a **mentor**, who will be more than willing to share secrets, advice and support with you.

Most mentors will do this for self fulfilling reasons, as they reflect back on their struggles and wish someone had been there for them.

This could be a colleague, friend, associate or family member. Just be sure to have an open mind, and consider their success as a road map to your own.



Stay Positive

You may feel like you are drowning, exhausted, frustrated or all three.

Try your hardest not to focus on the negatives. Find the **positives**, and list them out. Make that a go-to list when things get really heavy.

Create a road map of solutions that will get you to your destination, and believe that you can find the resources needed to press on in any situation.

Here are some great ideas to stay focused on the positive:

- only listen to experts
- pay attention to your inner voice
- talk it out with a trusted resource
- get help

Don't Give UP!



Find New Markets

Is your business in front of every set of eyes possible? Can you go online? If you are online can you find retail space to share?

Get Creative.

Locking yourself into one market shuts out too many other **opportunities**.

Every business has multiple demographics and by adding those "complementary products," it might be easier to reach more customers.





Get on the road to success!

See all of our top resources for entrepreneurs!

Get Started Today!



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