

MAXIMIZE

YOUR

**BizQuack**

MEMBERSHIP

## INTRODUCTION

Growing and running a successful business requires dedication to learning about and using the unique tools that are necessary to **Build**, enjoy a **Profit**, have it **Thrive** and finally **Survive**.

The small business community makes a tremendous impact on the economy of our Nation. They employ just over half of the country's private sector workforce, represent 99.7 percent of all employer firms and generate a majority of the innovations that come from United States companies.

However, there is also a downside to small business ownership. Depending upon whose statistics you follow, 50 to 80 percent of all small businesses will fail. As an example, in 2008 there were 627,200 new businesses, 596,600 closures and 43,546 bankruptcies. Imagine how great our country could be if we can eliminate a portion of the failure rate.

I believe that there are four major reasons small businesses fail:

1. A lack of financial skills and knowledge
2. A lack of marketing skills and knowledge
3. A lack of having a "hands on" working business plan
4. A lack of accountability

During the five years that this small business support system has been in development, all phases of small business life have been carefully examined and listened to. We understand the pains (things that keep you awake at night) of the small business owner and have incorporated a way to get rid of those pains.

Because change is the only constant in our lives, **BizQuack** will continue to make the necessary changes to keep small business at the forefront of cutting-edge business support.

Take full advantage of all that **BizQuack** has to offer. Support your fellow members by sharing your expertise and patronizing their businesses whenever possible.

We encourage you to share the **BizQuack** membership opportunity with your business friends. Our expertise is not only in the tremendous amount of support offered but also in our Code of Ethics which all our members have signed.

With my best wishes for a success trip to the top of your mountain.

*Nick J. Petra CFP*

# **BizQuack** Pathway to Success

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## **Tuesday Challenge**

Small business owners spend too much time working **in** their business instead of working **on** their business.

In order to take full advantage of the Tuesday Challenge it is recommended that you set aside two hours every Tuesday to work **on** your business. Each Tuesday morning you will receive a topic that is essential to business growth for you to review. The goal is to draw attention to potential cracks in your business foundation so that they may be re-enforced to allow the building process to grow on a solid foundation.

It may not be possible to make the necessary adjustment or to completely implement new ideas as presented in the Tuesday Challenge in the two allocated hours. Do as much as you can and know that it is something that has to be addressed on an ongoing basis.

## **Accountability Tracker**

The second phase of Tuesday Challenge involves an accountability exercise that will help you focus on the most important things that have to be accomplished each day to reach your chosen destination (vision).

Please download a **BizQuack** Accountability Tracker worksheet every week from the reference library. With your company vision in mind, set a single goal for the next 5 days that will get you closer to your company vision. Every morning list three, achievable things, that, you can do that day to get you closer to reaching your goal.

In addition to the day to day operational requirements that are necessary to maintain your business, find time to accomplish the three mini-steps before the end of each day. Repeat this process every day with Tuesday being the first day of your week.

The **Accountability Tracker** has been purposely designed to be a “hands-on”, paper and pen process. By writing your company vision every week it keeps your long term goal in front of you.

Establishing a single weekly goal, the most important toward the achievement of your vision, allows you to focus on making forward progress and not getting “bogged down” in some daily activities that are commonly known as time wasters.

Keep the current week’s Accountability Tracker in front of you all week. Each Tuesday place the completed sheet in a lose leaf binder. This record of your work and accomplishments will be an important timeline for future growth.

Good habits take 60 days to become permanently entrenched into your daily routine. Making this a daily habit will help lead you to success.

## **Member Forum**

One of the best sources of support for successfully growing a business comes from other business owners who are willing to share their pains and gains. This allows members to share problem solving solutions that they encountered in their own growth process.

It is also an opportunity to present business issues that challenge you and to ask other business owners how they tackled a similar problem.

While this is not a venue to sell your product or service (see **BizQuack** Market Place), it does present an opportunity to become better acquainted with other members and perhaps at a future date, establish a profitable business relationship.

Like all the other tools available to you, your participation is required. Reach out and ask for help as well as to offer to share your business knowledge with others.

This open platform was design to allow “Human Touch” collaboration among members.

### **Market Place**

The survival and future growth of all businesses is contingent upon having enough of their target market purchasing their goods or services.

**BizQuack** Market Place serves as an additional marketing tool to present your Unique Value Proposition, products or services, to our members.

Each member is highly encouraged to check out the **BizQuack** Market Place when looking to purchase products or services as well as to showcase their own.

### **ASK THE DUCK**

In addition to the Member Chat Room, **Ask the Duck** provides another opportunity to ask a question specific to your own situation and to receive a private answer.

Just open the **Ask the Duck** tab and type in your question. It will be sent to our operations center and given to one of our strategic partners (mentors and coaches) who will send you an answer.

Those answering your questions will not have any further contact with you unless you initiate it.

There is no such thing as a dumb question. There are no limits to the topics as long as they pertain to improving yourself to better your business, building processes and systems as well as any other business topic of concern.

Occasionally your answer may be a referral to another source that may answer that specific question.

### **Daily Business Tips**

“Mind Stagnation” is a symptom that frequently afflicts small business owners.

These short, daily business ideas are carefully crafted to stimulate action in a new direction or to re-inforce an existing one.

This less-than-a-minute reading material plays a critical role in challenging you to continually open your mind to new ways of growing your business.

The topics of these daily blogs are in the areas of Marketing, Management and Finance.

### **Education**

No business can grow to reach its full potential without building on the support and expertise of others.

Change is the only constant in our daily lives and with so much information being thrown at the small business owner it becomes almost impossible to separate the useful from the useless.

**BizQuack** has made an effort to shift through the clutter of educational resources and only present material that is easily understood, impactful and necessary.

Of equal importance is the selection of our authors. Much of the material has been developed exclusively for our members by our staff and strategic partners. We have also selected for inclusion **thought leaders** with hands on experience, versus academic experience.

We believe that there are many great books that belong in a business owner's library. Approximately once a month we will recommend a book to be added to your library. It will contain a short synopsis, why we recommend it and, of course, title and author.

### **Idea Reference Library**

When new ideas are needed in the areas of Marketing, Management or Finance, you will find many mind stimulating possibilities in this area.

In addition to the existing material already in place, every daily business tip becomes part of this reference library so that you shall always have access.

### **QuackWorking**

No matter what business you are in, you are in the people business. Establishing working relationships with the "right" people is part of the business growth process.

At **BizQuack** we have redefined the traditional "networking" system by introducing a structured system that we believe is far more effective.

The steps are as follows:

- Go to the **BizQuack** market place or the membership list and select a member that serves the same target market, with either a service or product that you serve.
- Set an in person meeting with that member.
- Take time for each of you to share your story;
  - How you got where you are
  - Why you are doing what you are doing
  - Share something personal method, Family, Recreation and Dreams
- Explore possibilities of working together including sharing contacts; make joint presentations, and any other ideas that may develop.
- Agree to add each other to your primary data base communication list.
- Make a contact with each other at least 2 times a month.

This contact system gives you a one-on-one opportunity to build a solid relationship and to understand how you can work and profit together.

If you follow this process at least once a week, you will end up with 50 new, worthwhile, business relationships upon which you can build. Like any other habit it takes work to implement this system but after a few months you will understand the value.

Be open to invitations extended by other **BizQuack** members who would like to meet with you. Remember, you are not making a cold call, but reaching out to someone in your business community.

Invite your closest business friends to join you in the **BizQuack** community; you will be sharing something that will help them grow their businesses.

