



**BizQuack**

**NO SMALL BUSINESS LEFT BEHIND**  
**Belong • Believe • Succeed**

**[www.BizQuack.com](http://www.BizQuack.com)**



Welcome to the **BizQuack** Community!

Our goal is to provide each of our members with the tools necessary to build a profitable and sustainable business.

The best way to take advantage of all the features available to you as a member is to read this tutorial in its entirety. We recommend that you also print this tutorial and keep it as a desk top reference as you learn and implement the **BizQuack** support system.

Because change is the only constant in our lives **BizQuack** will strive to provide you with the latest, cutting edge, business methods and information.

BizQuack members are part of a unique business community. Each member agreed to our code of ethics and is asked to support fellow members by sharing their expertise and patronizing their businesses whenever possible.

Our mission statement ***“No Small Business Left Behind Belong-Believe – Succeed”*** encompasses all small business owners from the start-up to the commission sales person, and the single entrepreneur to those hiring staff to reach the next phase of their business. We are proud to provide support in every phase of the small business life.

We encourage you to share the **BizQuack** membership opportunity with your business associates. The more we grow and support one another, the bigger the positive difference we can make on our nation’s economy.

With my Best Wishes for a successful trip to the top of your mountain!

*Nick J. Petra CFP*  
*Founder*



- **DAILY CONNECTIVITY**

Your **BizQuack** membership is designed to be a “hands on process”. It is a reference and support source for all the different components that will help you grow a successful business. As a constantly changing information site we recommend that you **start your day by signing into BizQuack** and reviewing the daily additions and challenges or refer to past marketing and management posts.

Look and see what your fellow members are up to on our chat room and check out the market place to see what new products and services are available.

Perhaps it’s time to take a class in one of our four categories: Marketing, Finance, Operations, and Management. Questions are always welcome and **Ask the Duck** is always there, waiting to help you with a specific issue.

Outreach to your fellow members is highly encouraged. Use the **Quack** Working process to learn more about other members and how you can work together to grow your businesses.

Always check your in-box for special announcements from **BizQuack** through our monthly newsletter. New features will be introduced, and our monthly book recommendations, with easy access to purchase on Amazon, are a staple in all our newsletters.

Be on the lookout for live education sessions and unique peer to peer mastermind meetings.

Develop a success habit by starting your business day with **BizQuack**.

- **MARKETING, FINANCIAL, and MANAGEMENT TIPS**

Four days a week, Monday, Wednesday, Thursday and Friday, you will receive in your e-mail inbox a short business idea which has been carefully crafted to stimulate action in a new direction or to enforce an existing one.

Mind Stagnation is a symptom that frequently afflicts small business owners. While not all the ideas presented are applicable all the time, you will have a library of creative business ideas to refer to when the time is ripe.

One of these short, less-than-a-minute, mind stimulating thoughts may be just the one your need to propel your business into the next level.

Make it a habit to read this daily. Remember that dozens of great, past business tips are exclusively available only to our members.



- **MARKETPLACE**

Members are encouraged to support each other. A strong, vibrant community can only form if each of us reaches out to the rest of the community and supports them when we need products or services.

This easy to use marketing opportunity is accessible from your Dashboard. Post your current business offering and change it as often you wish.

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

Encourage other businesses to join our **BizQuack** community and share their expertise as well as their products and services.

- **TUESDAY CHALLENGE**

One of the most important steps towards growing a successful business is to take time to work **ON** your business instead of **IN** your business. One of the highlights of the **BizQuack** process is the Tuesday Challenge, which emphasizes this important step towards building a sustainable business.

To fully engage yourself in the Tuesday Challenge it is recommended that you set aside two hours every Tuesday morning. In your in-box, will be a New **Tuesday Challenge** for you to review.

The goal of this exercise is to draw attention to possible cracks in your system or to remind you of something you already have implemented but have forgotten about it.

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

It is important to make these two hours a time of no interruptions of any kind. If you don't have such a space in your home or office, use your local library. Not every challenge is one that you need for your business. In such a case, use those two hours to continue to work on a previously selected but not completed challenge.



- **ACCOUNTABILITY TRACKER**

The **Accountability Tracker** can be found in the **Tuesday Challenge** section; it is under the introductory sentence in this section.

Download a **BizQuack Accountability Tracker** worksheet every week. Write your company vision or your company WHY in the top space of this form. This statement is your vision for the future of your company; this is the place you want to arrive at some future point.

On the second space, write down the single most important accomplishment that you can achieve this week to get you closer to your vision. With this weekly goal in mind, each morning make a list of three things that you can do today to get you closer to your goal that day. At the end of the day, check off those that you have completed.

The **Accountability Tracker** has been purposely designed to be a “hands-on”, paper and pen process. By writing down your long-term vision and then listing what you have to accomplish in the next five days, you will be able to focus on making forward progress and not get “bogged down” in 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 loose leaf binder. This record of your work and accomplishments will be an important timeline for future growth.

Good habits take 90 days to become permanently entrenched into your daily routine. By making this a daily habit, your road to success becomes shorter and safer.

- **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.

**BizQuack** has provided an opportunity for discussion among our members through the **Member Forum**. This is where you can start a discussion group on a topic that is pertinent to your business or to ask questions of other members.

This is not a place to sell your products or services, but you can share information in your area of specialization which can affect other members.

As you participate in this venue you will get to know other members and perhaps, at a future date, establish a profitable relationship.



- **ASK THE DUCK**

You are never alone as a member of the **BizQuack** community. **Ask the Duck** provides an opportunity for you to ask a private question that pertains to your business and to receive an answer from one of our strategic partners (mentors and coaches).

Just click on the **Ask the Duck** tab and enter your question. The person answering the question 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 if they pertain to improving yourself to better your business, building processes and systems as well as any other business topics that concern you.

- **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 business 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 sifts through the clutter of educational resources and presents material that is easily understood, impactful and necessary.

Much of the educational material presented in this section is written by our staff. It includes educational material that we have presented to other groups as well as material that has been written exclusively for **BizQuack**.

We have also selected, for inclusion in this section, Thought Leaders whose educational material is on the leading edge of innovation, supporting small business growth.

- **BOOK RECOMMENDATIONS**

Approximately every four to six weeks you will receive an e-mail with a brief synopsis on a business book which **BizQuack** has reviewed and feels that it should be in your library.

These recommended books are not just useful as a tool to improve your business but can also serve as a discussion topic in our **Member Forum** section.

We have made it easy for you to order these books with a quick link to Amazon.



- **QUACK WORKING**

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 membership list and select a member that serves the same target market as yours, but with a different product or service.
- Set an “in person” meeting with that member; allow at least an hour.
- At the meeting take time for each of you to share your story.
  - How you got where you are.
  - Why are you doing what you are doing.
  - Use the FORD (**F**amily, **O**ccupation, **R**ecreation, **D**reams) method to fill in some personal information.
- Explore possibilities of working together including sharing contacts, making joint presentations, and any other ideas that may develop.
- Agree to add each other to your primary data base communication list.

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 at least 50 new, worthwhile business relationships upon which you can build. Like any other tool, it takes work to implement this system but after a few months you will understand its 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 own business community.**



- **BIZQUACK NEWS**

Every Month you will be receiving the **BizQuack News** in your in-box. Please take the time to read it carefully as it will contain important information on such topics as:

- New features that we are looking to add to our community.
- Live events on which you can participate.
- External events that may impact your business.
- Member success stories.
- Plus, other stories selected by the **BizQuack** staff.

Unless it is an emergency, the **BizQuack News** will be our primary method of communications with our members. Suggestions for topics to be included are always welcome. Please send your e-mails to [info@bizquack.com](mailto:info@bizquack.com)