

## **31 TIPS TO HELP YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL**

1. Taking your business to the next level always starts with time for planning.
2. “More business is lost every year through neglect than through any other cause.”  
– Rose F. Kennedy
3. Plan for expansion. Consider and investigate a small business loan once your business starts generating income.
4. Tracking your actual hours can help you take your pricing to the next level with confidence and without guilt.
5. If you want to “do business as” any name other than your own, register it.
6. Consult your state or province’s government website to find out what’s required to register your business.
7. What one thing do you want to complete or achieve before this year ends?
8. Revisit your business plan regularly. Remember it adapts to life but moves you towards your goals.
9. Tracking: The difference between success and failure. Use native metrics such as Facebook insights, Google analytics.
10. Growing your business means taking risks. But that doesn’t mean you can’t calculate and predict reasonable success.
11. Create a Company Operations Manual: If you’re ever out of action, others can keep things flowing evenly.
12. Review your affiliate agreements and resources before the new year. Realign with new goals and directions.
13. Create more than one type of business plan – including one with financial projections if you’re looking for small business loans.
14. Learn what you can claim on your income tax by visiting your government’s small business website.
15. A good bookkeeper who understands small business will save you more money than a high-priced accountant.
16. What one habit, task, contractor or client do you need to “lose” for next year?

17. If you are serious about taking your business to the next level, be persistent. Lose distractions. Work harder.
18. Time to measure SOV (share of voice), your brand mentions. Have you tried [socialmention.com](http://socialmention.com)?
19. Be the best “you” and your business will be the best business it can be, too!
20. If you find yourself complaining about clients, customers or contractors – take a look at yourself and change what you need to change.
21. Invest in a separate phone line for your business: You can tailor the answering machine message and claim it as an expense.
22. Don’t be in a hurry to hire: Check references. Test contractors with small projects. But if they’re the right fit, book them!
23. Make decisions you can be proud of. Even if you “need the money”. (You’re building your reputation.)
24. Nothing can advance your business like a top-level reputation. (Do you agree?)
25. What is the one thing you need to get rid of or do, to take your business to the next level?
26. How do you show your clients you appreciate them?
27. Acknowledge and reciprocate those who help you take your business to the next level. (And pay it forward.)
28. Be the Christmas tree that gets chosen because it stands out.
29. How can you streamline your business this year and what specialty will become your main focus?
30. To take your business to the next level, you need to take a step back; then pick one thing, and do it really well.
31. Taking your business to the next level is like getting serious about your diet: If you can do it, you’ll love the results!