

“It’s Simply Good Business”

-A guide to what’s needed in operating a
business profitably-

by Peter Clarke

Author also published:

Hospitality Related

- How to Run a Profitable Hospitality, Hotel, Resort, Food, and Beverage Business
- Sure-Fire Solutions Guide

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My Web Sites

- My Web Site is <http://businessandhospitalityeducationservice.com>
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- My Blog <http://businesseducationwritings.com>
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- My Hospitality Consulting Site <http://profitsihospitality.com>
- My Online Business Education <http://teamupwithpeterclarke.com>

WHY SHOULD YOU READ THIS EBOOK?



The answer will depend solely on whether you want to achieve **FINANCIAL FREEDOM**, or not!

Having a wish and **taking action** to achieve your goal are two different things. A lot of people desire to be the next internet millionaires with success stories to share. They want to live life on their own terms and spend quality time with their family.

Unfortunately, not very many people really have what it takes to grow a six-figure business. Most people just make excuses and blame others for the lack of opportunities to get rich quick. Those who are willing to do the work, only a handful of them actually know the steps to begin.

They're confused and helpless. Are you one of such persons? **This Blueprint will highlight a general business awareness** as to what a mind-set that anyone operating a professionally run business should look to consider as a reference tool.

If you look at this critically, then you will see there are basically three steps to making six-figure income online:

- **Your ability to act on what you learn**
- **Having a clear action path to follow**
- **Promoting a High-Ticket Products**

“Looks Simple, huh?”

But seriously, is it possible for you to escape the 9 to 5 grind, work smarter in what you love and build a profitable online business?

YES, IT'S POSSIBLE!

You'll discover how these guidelines describe and can possibly enable you to run a business. It will also inform you of a required logic one should consider; as you learn and deliberate on entertaining an entrepreneurial career. Franchises can be great, as an alternative I selected MOBE as I was primarily interested in having a built system. Therefore, and although I only speak of necessary insights one should have in pursuing business, I have found that being part of an organization like MOBE is essential to increase your chances to making money.

TABLE OF CONTENTS

Introduction Page	1
WHY SHOULD YOU READ THIS EBOOK?	2
TABLE OF CONTENTS	3
Yes, Your Contract to Yourself	4
What is the ENTREPRENEURIAL Skill-Set	5
My Bio	5-6
Contact Information:	6
Can you answer this question: “Simply”?	7
“My offer to you!”	7
Hold Harmless Clause	8
Taking Inventory of your Standards	9-10-11-12
Complacency Is Mediocrity	12-13
Perfecting System Delivery	13-14-15-16
Change, Its Influence, and Effect	17-18-19
Dealing with Unwanted Stressors	20-21-22-23
Managers Staying Involved	24
How to Develop Efficient Associates	24
Building Your Sales, Marketing, and Business Plan	25-26-27-28
 This includes an assembling layout for the plan as shown herein:	
(Vision Statement-25-26, Mission Statement-26, The Written Plan-27, Establish Your Goals, Strategies and Action Steps-27, Developing the Market Niche-28, The Carved-Out Niche-28, Pricing-28, Advertising and Promotion-29, and Sales Forecast-29)	
Management and Organization	30
Startup Expenses and Capitalization, An Overview	30-31
Financial Plan and Projected Cash Flow	31-32
Projected Cash Flow	32-33
Protect Your Business	33
My Offer Letter	34

Yes, Your Contract is to Yourself

Alright let me first ask “What is a business that appeals to you, one that will provide for you a factual purpose for being in business?”

Do you know anything about that business and depending on that answer ask yourself to what level of understanding that you must have to run this business?

So, not that there are magic answers that you will find, however you indeed will open your mind to what level you will need to know about your business. Now from there you will then also ask yourself where do I go for my business education?

When you think of an entrepreneur, what skills come to mind? If your answer as the bulleted listing below you will agree with what most people think.

- **risk taker**
- **visionary/creative**
- **passionate/driven**
- **courageous**
- **action taker**
- **lifetime learner**

All those qualities are necessary if you want to be a successful entrepreneur. Within this book please understand that I am only guiding you through in an outline of general business knowledge and broad-based initiatives that businesses commonly deal in.

The passion and the vision of the entrepreneur get you on the map. However, without some key leadership and managerial skills, you very likely won't stay there. To make it worse, some of these important skills might seem at odds with and even unnatural to passionate, forge-ahead entrepreneurs.

ASIDE FROM TRULY UNAVOIDABLE CIRCUMSTANCES, MOST START-UPS AND NEW BUSINESSES FAIL DUE TO LACK OF KEY LEADERSHIP AND MANAGERIAL SKILLS.

Yes, these skills, along with entrepreneurial skills, can be learned. However, you absolutely need an astute Entrepreneurial company with deep and broad-based knowledge, where coaching and mentoring is not just looked at but, rather an integral makeup of the company such as MOBE, My Online Business Education. Will that alone make a difference no as you must have an absolute commitment to SUCCESS and a willingness to learn at every juncture!

By the end of your epub read you should have an understanding of the skills and discipline you need to succeed as an entrepreneur and how to foster your growth.

Many entrepreneurs fail at their first and even second business, and then go on to be very successful. In many cases they failed because they did not know the entire skill set they needed. This ebook can save you countless hours of frustration and even some business failures.

What is the ENTREPRENEURIAL Skill-Set

Entrepreneurs are highly thought of as daring and admired for their ability to shoulder risk and proceed in acting, they commit and follow through on their visions.

- **VISIONARY/CREATIVE**

They are passionately driven, and have endless numbers of new ideas. These traits can lead to great success and indeed are sought-after qualities. However, they also have a need from time to time to be reigned-in, simply controlled.

- **PASSIONATE/DRIVEN**

If you try something new, you risk failing, but if you don't try anything, you also risk failing. As an entrepreneur, this is especially true. Your greatest success comes from your greatest risk since innovation is at the heart of Entrepreneurship.

- **COURAGEOUS/ACTION TAKER**

My Bio....

For many decades, my clients and other industry professionals have recognized me as "A Results Oriented Leader."

I worked as General Manager for six properties in addition to opening five properties and transitioning eleven properties. Also, I was Vice President of Operations and Marketing for five hotels. Also, I was Director of operations for seven hotels and thirteen resorts and then promoted to Vice President of Resort Operations.

My responsibilities in management have encompassed over forty-years of leadership dealing with a large variety and types of hospitality properties. I have expertise in exceeding guest expectations. As a result, this inspires and encourages a cohesive workforce where associates possess high attitudes. I keep vigilance on cost controls and achieving outstanding profits for positive financial results and trends.

I was born in Germany, as a U.S. citizen as my father was career army, being born in Germany also provided me with dual citizenship being my mother was German.

After finishing high school, I completed a four-year German trade school program in the hotel and culinary field. I worked through an apprenticeship program at the hotel Zum Riesen "Oldest Hotel and Guesthouse in Germany.

I served in the U. S. Air Force over the Vietnam Era.

As a veteran business leader, I have experience in all facets of Business, Hospitality, Food and Beverage Management, Real Estate, and Property Management.

I have had many opportunities to take continuing education courses directly related to hospitality, hotel and resort management and marketing, timeshare and property management, and related real estate programs.

As an author, I have written:

- **"How to Run a Profitable (Hospitality) Hotel, Resort, Restaurant, Food, and Beverage Business."**
- **"The Sure-Fire Solutions Guide."**
- **"It's Simply Good Business"**

My company [MPC Global Enterprises Incorporated dba. Business and Hospitality Education Service](#), (Internet Marketing) sell's, market's, and consult's. As an Affiliate, we provide business educational products that promote knowledge, understanding, the conceptual, practical, financial, and overall mission of the business. These media and digital products are 100% tested, and many have found them immensely productive tools.

Also, as an entrepreneur, I market [MOBE](#) which stands for [My Online Business Education](#), which is teaching those that aspire to become Entrepreneurs in what it takes to own your own business and become successful.

Finally, as a veteran in the [hospitality industry](#), I provide services and consult with owners of independent properties.

Contact Information

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Can you answer this question: “Simply?”

The question for you to ask yourself is: What is it, that I want?

These values listed herein can enable you to recognize a clear pathway to attain positive financial results. A lot of profound answers are available to guide you to success! However, there probably are as many that don't have a clue. Be careful, and alert in seeking remedies or consult. There are no magic answers, which will provide you with desired financial results other than in standard systems, those models that have concrete as their foundations, and much more. As a Diamond Member, I personally believe MOBE to be such a company. You should get a good look at your possible choices and then show a willingness and commit yourself to engage in the process by choosing a pathway forward! "Yes, you deserve to make money or profit for your efforts and investment!"

“My offer to you!”

Please make a note of your questions as I will provide you answers **YES, you heard me correctly**, I will make myself available to you in addressing your questions whether they are related to my writings, and even those that you would simply want an opinion.

"This offer is provided to you on a complimentary basis." YES again, you heard me right FREE! However, I do not have an 800 number, so your only cost is that of a phone call. Please see my contact information above.

Also, you should not view my advice as an acclamation, guarantees, or warranty. I have attached no strings to this offer, and I also ask that you use these thoughts, impressions, and guidance as nothing more than suggestions based on my opinion, remember that your best judgment lies in your decision-making when moving forward.

Nevertheless, I do believe in what I say, however, the way you undertake and proceed to make it happen is totally up to you.

Let me also suggest that you can and are most welcome to join me, by following as a participant, and converse with others on my Blog: <http://businesseducationwritings.com>

For Your Continued Education

Now then, for your information, I have a significant portfolio of **cutting-edge-digital business and personal development educational materials** available. The products stem from very qualified professionals, and 100% tested.

Yes, they are reasonably priced and easy to use, and you can certainly choose them to fit your needs! See contact information.

Hold harmless clause contained within all my books and writings.

Disclaimer: Unfortunately, as a writer, I naturally, have to protect myself from any legal liabilities. Therefore, I expressly disclaim that any implied or suggested methods will work, as there are far too many variables. Most involve human actions that require a properly guided and precise directional course. Also, find that every served market is different. Furthermore, consider that the incurring of expenses at each property is at the sole discretion and enacted by the operator's personal decision. The condition and philosophical belief as to subscribing to upkeep, cleanliness, and continued maintenance programs are critical. Finally, the success depends directly on the pursuit, which corresponds to how the reader employs action, and the vigor used.

Taking Inventory of Your Standards

“Those you create to Attain and Keep Customers as your own.”

How can you proceed without knowing answers to fundamental pre-requisites such as listed herein?

- ❖ As excellence in standards are your absolute difference maker's, what are they now or going to be?
- ❖ You must be ready to obtain a supply of customers to your business and then how do you value them?
- ❖ Do you subscribe to making a profit being a direct result of running a dynamic business?
- ❖ The objective is to provide for the customers wants-desires which will if fulfilled build relationships. You should arrive at this result when you address the promise you make in defining your niche.
- ❖ Yes, when you make sure that your business provides:
 - **An exceptional product**
 - **Friendly service cultures**
 - **Highest value for price appeal**
- ❖ Yes, they then may become your customers while spreading the positives to others resulting in the best advertising in the world which is “Simply, Word of Mouth.”

“Although you may think of these as a done deal and yes openly agree with the premise, will your follow-through be there to deliver them?”

When starting a business, owners can quickly become bewildered.

They assume that the numerous business issues will resolve themselves when addressed. However, these concerns remain whether unresolved or non-considered often linger.

Owners often find confusion is to be considered a norm and have perhaps received conflicting opinions that confused the situation more.

Much of the supposition offered provides a broad range of problem-solving alternatives. Naturally, these solutions come with no guarantees and a price tag.

"The truth of the matter is that no one can provide easily applied sound solutions without proper direction."

Then, also a chief ingredient and frequently unnoticed factor to any correction methods is that of people carrying out instructions. It is not, just a simple plan to guide, based only on a timeline.

These pertinent issues often need addressing to alter a situational course direction that involves perfecting system delivery of standards.

Every project is hugely dependent on a team of associates working as a unified force. Over-time many changes in the marketplace as well as throughout your operations may have taken effect. It is of consequence to get proper verification of information. Furthermore, as to realistic projections, forecasts, and performer's, treat them as what consultants call them, which is assumptions.

Remember that there is a need to certify these predictions as being real and satisfactory through a trial-and- error discovery approach.

Over the years, I have found that therefore there are shortcomings. You need "hands-on involvement," especially when establishing standards, policies, and procedures.

A manager alone without the participation and support from all concerned will not ever get a unified direction.

Much anguish, suffering, and hardships over a lack of suitably employed systems have caused countless businesses to fail. For this reason, I have taken to write, "It's Simply Good Business." To understand these efforts is one thing. To act on it is another. The follow-through is certainly your choice!"

If, Standard Procedures are necessary?

Why then, do most agree, that yes, they are!

Then why is so much time spent in attaining them, should they not be routine!?

There are many benefits of using the methods provided in this guide; you will enjoy delivery of improved services. These offerings and related discoveries should provide you with financial gains.

Enacting the principles, I offer will give you the insight gained by discovering your fact-based picture. The options or directions that you choose to use will be in step with what you are currently doing.

Incorporate the following detailed approaches:

- **Introduce your standards through?**
- **Provide your customers?**
- **Create an action plan!**
- **Provide outstanding product, and service quality?**
- **Build a sales plan for marketing and managing in your exact and desired marketplace.**

Integrate these valued objectives, as they will enable you to focus on recognizing a clear pathway to improving your financial well-being. This book suggests to you to place your attention on instituting and developing product and service offerings while setting desired goals. The intention is to corner your market by providing a superior, consistent level of performance. Through your commitment to profit, you will recognize that guest satisfaction is a critical ingredient. To create a quality product and provide excellent service, you should focus on attention to detail.

There are no shortcuts to this process. This book focuses your efforts on employing your development of standards as the groundwork to achieve success.

In my opinion, industries are overly fixated and improperly viewed as having standards and operating procedures in a manual form. The problem is that bookcases commonly hold these as permanent homes rather than using these in an ongoing practical way.

Unfortunately, many owners approach quality assurance wrong they end up with standards manuals and procedures that do little for them. Associates should work with directives to correctly perform services.

These valuable informative tools sit on a shelf offering short-lived value to operations. This statement is alarming. However, correct for the most part and relevant to why there are failures.

My book does not speak of hypotheticals but rather of practical applications and methods that when implemented should be targeted by benchmarks.

Your standards are the values that will translate into positive customer experience, and they return. Included in the book "are what I believe to be valuable action steps in running a vibrant business."

They are the keys to self-examination and become comprehensive measures bringing about structured change. Need for direction is indicative of employees questioning everyday working issues and or feelings of general confusion among staff.

Consider your company policies and procedures a road map. These may need review. They will provide significant clues of which company policies and procedures need checking. When experiencing a lack of stability within an operation, employees may be sending an alert.

Frustrations among the workforce can lead to inconsistency in job performance increasing stress levels throughout your business. I feel confident that the procedures when implemented will address these issues firsthand.

Consistency is necessary to achieve top performance. Doing jobs routinely improves productivity, and this accuracy promotes the quest for excellence. It exploits opportunities for positive feedback.

It provides decisive proof that policies and procedures also offer clarity to the employees. Written procedures serve as a training guideline for new staff trying to learn the job. They also assist in updating and fine tuning for the most experienced employees assigned to a different job. These guides and directives provide instruction for temporary or permanent personnel changes.

The use of methods can “help generate a more cooperative team approach in getting all the daily tasks done correctly.” Use written procedures for better controls in developing sound business, financial, and accounting practices.

With procedures, employers supply employees with information that allows for freedom to carry out the job. They can decide within defined boundaries as they now understand the constraints of the job without using a trial-and-error approach. Instructional documents enable the workforce to understand individual and team responsibilities.

Written policies and procedures allow managers to put into effect control by exception, rather than micromanaging their respective staff. These directives permit associates to understand the roles and obligations. Standard Procedures let management guide operations without constant management intervention. Use standard procedures as checklists for addressing guest experience for evaluation or when auditing procedures for competence and compliance. Benefits of these methods are superior output through the reduction of work effort heightening consistency of product or service.

Additionally, standards once implemented and consistently practiced will result achieving an exact level of value.

When introducing rules to business, it will allow proper focus on improving products and service. The pursuit of excellence will aid in setting, benchmarks for performance and quality. Establishing standards is vital. With all the competitors battling over sales, it is most logical that businesses adopt standard procedures.

Complacency Is Mediocrity

The truth is that very few want to identify with complacency and mediocrity as it is a dormant personality. Anxiety and weakness contribute mightily to stagnation. Recognize that by not moving forward dooms you. Yes, this is a killer in any industry. As it denotes a culture that promotes this philosophy that if it is not broke, you do not have to fix it. It affirms the logic that you need to progress to facilitate growth opportunities. The lack of forwarding mobility results in a climate that fosters non-caring attitudes and ultimately doom!

Stop and think that nothing ever stays the same, especially if it involves that of individual desire. Everyone likes to think of themselves as having ventured into something better or have at least tried a new whatever. This writing comes from experience and that of forty-five years within the business world. When I have encountered failure, it mainly has stemmed from inaction. Stagnation has its roots from an inability to get a grip on reality. Nothing ever stays the same.

The answer does not alone lie in marketing. However, acting in developing new objectives and strategies will get you to a good starting point. When thinking that you can get better to compete within the niche market, you take a giant step forward. Well-defined action-steps will cause everyone to understand the program. Frankly, the belief in the abilities to perform and about the business, one can accomplish almost any realistic goal. Believing and trust in a venture is paramount to success.

Often, the need for employing expertise from all that is available makes it a reality. I do not claim that the following planned approach will answer all the questions. They, however, will present considerations that can guide "critical path issues."

Perfecting System Delivery

Let us pursue a logical approach to achieving the desired goal, one that will heighten the qualitative mindset of all players. Is it necessary to evaluate the current level of expectations? This answer is the first step to perfecting service standards.

Determine the need for measuring any new offerings as to the soundness so that you do not blindly change direction. Is there a need to reflect on desired and proposed standards before charging ahead?

Nevertheless, the intent is to get the creativity going first. Before considering making any changes approach them with a certain amount of caution, practicing this is only good advice. However, do, move toward change with an open mind.

Furthermore, find the sources for delivering service if they work efficiently perhaps only a tune up is necessary. To achieve consistency in anything all must be committed to continuing striving for betterment, then diligently work toward an ever- higher standard achievement. When deciding to establish new, quality levels in both product and service, everyone concerned needs to address performance. The merchandising of business values in the marketplace is crucial, many programs' even successful ones fail due to delivery.

Most believe that by "Perfecting System Delivery" that it will be their reply to a well-organized business. I too believe that the focus should be to capitalize on product, service, and value.

With an excellent product, with great service, one should get the best possible price. Indeed, everyone wishes to lay claim that his or her offerings are superior. They believe that they are complying and deserving of success.

Those businesses that provide superiority will be widely successful. Attempting to arrive at the correct expectation, many people think that perhaps employing many choices will produce an enhanced outcome. So, the more, the better, be very careful when contemplating this action as quantity does not replace quality.

The process of any comparison is to find the most appropriate scenario. A process like this can be time-consuming and costly. Take a logical approach to attaining the desired goal that of evaluating which expectation will work most effectively. Try the newest offerings out before going full board ahead.

Be aware of not changing something that works within the course of finding something new. Furthermore, stay mindful that entertaining the process demands that you need to embrace certain specifics.

Although a belief by many is standards, have an astonishing impact on our lives most people know little about standards. In making changes or structure new principles to a company, remember that consistency is what has brought the business to a certain point. Change is a painful process and if not done correctly can damage the best of businesses.

Perfecting system delivery is not just a dream; it is a very achievable goal.

Many businesses could dispense with most advertising because of a stellar reputation. Those that espouse to consistency as a must requirement to achieve excellence can ensure superior performance. Further, many of these operations have little to no problem in charging for services.

Customers are more than willing to pay for the product and service when satisfied. Please, find when implementing systems successfully that everyone understands their role. It is of interest to commit to generating top-notch service and products.

Again, the responsibility for the outcome is everyone's and that makes for customer satisfaction first and above all. Success minded employees are all part of a team effort. They protect each other's back and are confident and comfortable in recognizing that "the customer's first," approach is what ownership and management want.

They understand that they are an important part of the team and a valued asset in making it all work. Even when product or service shortcomings occur, visitors recognize and usually accept these imperfections. They know when an employee has made a sincere effort. The result is what counts and makes for an overall successful experience.

- **Customers will emphatically identify with the extra efforts of an employee, and this recognition will result in favorable guest experience. The intention of doing their utmost is that certain something that everyone appreciates.**
- **Employees who like what they are doing and whom they work for will understandably show extra effort in performing duties. This practice should accompany a reward for excellent service.**

Knowing ownership or management cares validates the credibility of their actions. Everyone assumes to create “standards” to meet or surpass expectations through a quality assurance program that identifies performance standards.

The question that needs answering is simply, does everyone understand and appear eager to participate? For example, cleanliness is a vital quality that requires a set adherence policy and clear guidelines for all to follow. With an emphasis on a campaign that promotes a team approach to allow for best results. Here is where the system, which recognizes proper operating procedures, needs to be in place and routinely assessed.

This method will then provide throughout consistency. When meeting, the needs of customers, there should not be any questions concerning the organization's attention to detail.

Do not compromise on quality. Although the process may take time a continuous effort to improve signals a commitment to address the way, each one works to achieve results.

Enacting standards and working on procedures and job descriptions will produce measurable results. The important question is how your definition of quality translates to customer expectations.

Customers are expecting proficiency courtesy, accuracy, and pleasant attitudes. The starting point for setting benchmarks begins by creating memorable qualitative experiences.

Business leaders who create performance standards establish the foundation blocks to market their precise niche. The staff needs to know the seriousness in regarding the attainment of these valuable prerequisites. Be unrelenting in the pursuit of standard adherence. However, have the wisdom of knowing what you are capable of doing in achieving a consistent level of service and product.

Realize that the goal of meeting or surpassing a defined expectation will pay enormous dividends. Superior performance consistently delivered counts and usually, outweighs whatever other inadequacies exist.

Treat the customers, the correct way, and it will translate into satisfaction. The company needs to communicate the urgency for outstanding performance to employees by turning their workplace into a stage. This environment ensures and inspires genuine and routinely practiced performance and, as a result, business should flourish. Customers will immediately recognize that you care and that they are benefiting.

Indeed, hire individuals, principally for attitude, realizing that everything else is teachable. However, be mindful, that most problems arise from lacking the method of teaching.

The way you communicate with associates needs close examining. In continuing to read, it becomes apparent that the entire book remains focused on the best conceivable way of perfecting system delivery.

The method of the presentation focuses attention on the way to communicate with each other through standards and systems. After installing systems and accomplishing the necessary training, now also consider recurring training. Positive outcomes are much easier when you have the major elements in place.

Create a system, which rewards and acknowledges the excellence of performance. Although it is true, jobs call for employees to do the work, and it is simply their duty. Be aware creating a climate for the competition will prove to be very rewarding.

Provide an incentive for outstanding efforts as a reward for superb performance. With an incentive system in place, modify behavior and create momentum.

Encouragement identifies that the company is very pleased and foster competitiveness among all. These actions will show owner intent on remaining involved.

Again, this approach will filter through to the marketplace. By the spirited nature set in place among associates, it will enhance services. It reflects high-level support in improving product and service throughout the establishment. When focusing on standard development, it is of critical importance to begin by addressing the basics of product and service.

Change, Its Influence, and Effect

Yes, it is easy to understand that the focus must be on the way in which addressing change manifests. You need to consider that it requires a constant focus. Place products and services into practice that puts you ahead of the curve. However, in any case, do pursue "fallback planning."

The focus on the "ever-changing economy" should remain constant. Even when installing the systems, profits will always be subject to change.

Nonetheless, when a business has no procedures, it endangers the financial well-being. No one will ever get past first base without addressing setting of standards. By not knowing how you fit the niche market, with certainty you will not come close to reaching the potential. Because of a fervent desire to obtain higher profits, the business sectors continue to call for product increases. These rising costs obviously affect an economic picture. Those costs will continue to climb. Nevertheless, there should be no reason for it endangering profit goals.

A reporting system will serve to deter an erosion of earned income. Building the Sales, Marketing, and Business Plan" should identify the possible approaches. Demonstrating a resolve to deal with imperfections will send a positive message that the business is steadfast about the quality. Your employees will come to understand the commitment to high product standards, and show their cooperation with newly found energy!

All business sectors have encountered unclear forward going visions. Certainly, working within commerce today counts as part of an ever-revolutionizing society.

A culture that will transform the future needs to understand, develop, accept, and maintain a niche within the marketplace. Developing these identifying qualities, along the way will require adjustments.

The planning done may now need revisiting with a fresh focus on getting ahead of other innovative competitors.

Recreate demand generators should become a new way of fitting in with this model. Please see the three chapters I recommend using as you go forward.

Use this book as a guide. In so doing, I firmly believe that results will be far superior to typical marketing and management concepts. Acting on your approach will be the ideal method to use in providing the most realistic route to take.

When creating the budget plan, please be aware, and follow through with "fallback planning." It will enable a focus on the ever-changing economy. Profits, usually, will be suspect and probably not hold up without enacting creative ideas and plans. Costs will continue to increase taking a bigger bite out of profit goals.

For that reason, a diligent and urgent recognition of deterrents to reduce or cut expenses comes into play. I know that in reading this book a discovery of critical path issues along with, viable alternative solutions can result.

Seriously look at the unique approaches which will efficiently provide real profits for your business. Then use this detailed planning approach and assimilate corrective methods for prioritizing. These ideas when utilized provide the necessary elements that, guests want. Feel confident that now the property would offer the most desirable choice.

Demonstrate the businesses are operating philosophy that you will not sacrifice on quality and by practicing this, you will expect to get business.

Genuinely, work diligently toward earning their business through innovative methods. The attaining of favorable customer expectations is the lifeline to business and needs protecting. Any negatives that exist in the operations, you will need to deal with firsthand. The competitive nature of the commerce does not allow for shortcomings. Demonstrating the resolve to deal with any guest imperfections will send a positive message. Accomplish this throughout the operation proving that the business is steadfast about the quality. The message that no one will permit anything less than perfect will enhance employee respect and pride.

The insistence as to “creating standards and job descriptions” is the course of actions that will speak louder than words. A resolve to get these organizational priorities in place will pay immediate dividends.

The property will grow even more competitive and multifaceted as innovation will dictate the change! The economy is steadily shifting this pressures business to offer products and services, which provides for quick conversion. It is apparent that before you get ready to buy something new, it is no longer state of the art. A newer and greater version is soon to be available.

Prolonged downturns in the economy indicate that one must consider as forever changing. Any sustaining uneasiness quite naturally leads to many apprehensions and concerns. It is the way change alters the approach that is of utmost importance. Hold onto qualitative values. Modify the general approach to business accordingly.

Keep individual practices and improve upon them while specifying and establishing methods and work duties makes absolute sense. However, to alter just for the sake of change makes no sense.

In preparation of the budget, provide an analytical opinion of expenses as needed. This summary should come with a fallback plan so that better execution result. Do not wait until the need; rather, make it automatically a part of the process of preparing the budget. When developing a strategic business, sales, and marketing plan be sure to provide the rationale used in creating the program. Now is the time that the question should be what- if. It is much easier to create a meaningful fallback plan for this time than in having to revisit the process later.

Which likely will disrupt the entire operation? The primary duty is to keep the business engines running. It is imperative that staff spend the necessary time on sales, marketing, cost controls, and interaction with guests and employees

Indeed, at some point a revisit of the projections to gain insight for a betterment of the current direction is desirable. It is never easy to make changes. Pre-planning does take time and diligence to recognize significant benefits that will not disrupt the operation. When aggressively addressing the process, it makes it easier to attain positive results. It is true that some changes can provide immediate results. Most beneficial and substantive results and benefits will occur over a 45-60-day period. Enacting changes, specifically those that deal with altering the course, require management oversight on an ongoing basis.

A downturn provides challenging operational concerns as well as resourceful marketing opportunities for our industry. As always, it is management's responsibility to evaluate the businesses overall condition.

I recommend focusing on the necessary corrections, adjustments, and changes so to exceed customer expectations. This system will minimize the potential loss in revenues and help to preserve profit goals. It is never easy to consider staff reductions.

However, it is not reasonable to eliminate training or postpone what you usually deem as necessary expenses. Fears are that the curtailing of operations and delaying expenditure items will result in a negative customer experience. Retrenching and cutbacks will now demand an all-intense focus on customer perception.

Some owners may feel the need to take drastic steps. Perform any changes with great caution and through a planned approach. Please, be very careful when considering "cutback options," as there may be hidden consequences. Even when it becomes time to implement a fallback plan, it is imperative to provide for the customers you have or hope to impress. Do make use of every opportunity to reveal the property's value and go beyond expectations. Open lines of communication are necessary to keep employees informed of current and ongoing plans. Also, this openness will factor significantly in genuine motivation.

It is essential to identify those employees who are by nature willing and capable of engaging and serving customers. Then give them the freedom to meet and exceed those demanding customer expectations. In doing things that negatively, impact customer experience it is very much like having to cut prices to keep the business (deep discounting).

A budget process is a valuable tool. However, strictly operating based on the original plan in an unpredictable environment will provide unrealistic expectations.

This thinking is the very reason for having a fallback plan. Enacting a directional change requires management over- sight on an ongoing basis.

Demonstrate a resolve by going through the normal process, of putting systems in place. It is never good to have employees spread stories, rumors, or innuendoes about cutbacks and layoffs. This type of message can critically hurt and makes a recovery increasingly difficult. As knowledgeable and professional managers or business leaders.

So, permit yourselves to address things with having a predetermined (planned) approach. Allow everyone to understand that a rational process has given much forethought and conviction to this course. When cutting- backs a "precise definition as to assuming ongoing responsibilities and existing duties need re-assigning. A well laid-out plan demonstrates that those involved are not merely grasping at anything. Employees will see that decisions by considerate; professional management correctly devised plans with best of intentions. Exercise caution when considering any customer service changes, as there is no welcome without service.

Dealing with Unwanted Stressors

I have found that the common thread when comparing businesses with large problems is that of increased stress among associates. Frustration, usually, stems from a lack of leadership and often a complete lack of understanding. Everyone needs to know who does what. An associate had to cover for others, not as an occurrence rather due to a common-circumstance. Whenever finding discontent, it often accompanies stress-filled environments. Do not allow a climate, where uncaring attitudes exist to advance. Lack of caring solidifies employee morale problems. Depending on how severe they are, they can destroy a business and cripple any attempt to improve the unit. Until an operation eliminates attitudinal problems, these stressful contributors will continue and likely get worse. Morale problems and turnover are mainly due to stress. Do you keep the workforce informed? Stress is an agent for bad attitudes. Management needs to be participatory in the operation of the business to counter problem pitfalls. Further, they have a responsibility to demonstrate leadership by example. They also need to find out the cause, often a lack of knowing who does what. Confusion is a direct result of not having rules or incomplete structured job descriptions. These hiccups of working knowledge account for the greatest of turmoil within an organization. It is important to think through the impact before shifting responsibilities.

With a well-prepared and organized plan in hand, deal with suspect problems easier. When you have standards, a caring attitude prevails.

No one would tolerate inefficiencies in service and stress-related problems if you knew the directly related costs. Harmful stress will be non-existent when teamwork exists.

Analyze any consideration for changes before increasing anyone's, workload or hiring more people, it behooves owners and managers to explore all factors that lead to the cause of concern.

Constant directional changes arise from indecisiveness and or uncertainty about how one does the job. Conflicting instructions cause stress levels to increase rapidly. Can you envision that how reducing stress levels will quickly, improve productivity?

Surely, all will recognize the impact it has on the quality and the harmony throughout the business. It helps greatly to put all such as policies, instructions, and specific directional instructions in writing. I am convinced that associates value their jobs, for the most part. Give them the tools to do the job. Keeping employees informed on how the company is dealing with nagging issues will also provide firsthand insights on your business. They too realize that jobs and livelihood are dependent on business success. They need a job why not make their performance and the property's standards the best. It is a two-way street. There is no excuse to not having job descriptions as no one should begin employment without knowing his or her "job expectations."

We encounter much stress in our daily lives. Not all stress is bad; you should be able to eliminate most and deal with the remainder. Employees report that they are often under intense pressure when they have too much to do. The problem of being busy while others do little or nothing is real.

Managers need to divide responsibilities in assisting employees to prioritize. It is important that you think through the impact before shifting responsibilities. Consider the overall cost due to stress before increasing anyone's workload or hire more people.

Analyze any changes that you consider making before acting on them. Constant directional changes arise from indecisiveness and or uncertainty about how one does the job.

These instructions result in stress levels increasing rapidly. Management and supervisors can easily confuse staff members with erroneous requirements and faulty procedures.

- **Keeping people informed would reduce stress levels. In so doing, significantly improve and increase productivity. Gaining efficiency through teamwork set's quality and develops harmony throughout the operation. It benefits greatly to put all such as policies, instructions, and specific directional instructions in writing.**
- **Mistrust and unfairness exist because contributors such as these mentioned are keeping everyone on edge. Wrong attitudes affect all; even those individuals not directly involved. Further, they harm every department or the company and have a direct effect on productivity.**

No one can ever overemphasize the importance of an open line of communication. Through this process, managers and supervisors provide explicit information and proper direction. It is important that everyone concerned in any functional role remains fully informed. Employees realize the reasons for decisions before implementing exemplifies trust. Be attentive and do whatever is necessary to encourage feedback. Allow for input and discussion.

Make it a practice to be receptive, as this will get people to buy into projects. Openness' is very much encouraged. When a person is open, thoughtful, and truthful in communicating it exemplifies being forthright concerning their practices. Honestly, I dare to say hold doubt, misunderstanding, and confusion to a minimum.

Many-times dealing with guests or a sluggish economy and job, uncertainty makes employees apprehensive. Uneasiness negatively influences feelings toward employment and careers. Further, when not promptly dealt with detrimental effects will result. Constant confusion illustrates the point for standards and job descriptions to become a reality. There is no excuse to begin a job without knowing the job expectations.

However, the nature of the business does not look with favor on defined and structured training programs. Most companies or businesses operate on extremely tight budgets. Here is where our industry-wide problem begins even though training can be a costly proposition. It is an incredibly vital investment, and the lack of training can be more expensive. How does one accurately measure the cost associated with the lack of training? Surely, forgetting about guest concerns, loss of repeat business, and that of negative guest, the comment is enough justification.

Imagine adding to this ill-fated diagnosis the horrible topic of employee turnover, and you have a perfect storm developing. There are many training methods to choose from, and hopefully, one recognizes the importance and elects of utilizing the most beneficial option.

I suggest that as a part to the hiring process, is having a well-written job description. Use it to incorporate specific training utilizing these instructions as an essential tool for the training. Job descriptions do nobody any good when stored on a shelf in the office.

These are tools for each to use so post them and have these available for staff to use. By making job descriptions accessible, to employees, you will keep the focus on their duties. Placing these instructional guides in use will enable everyone to use and keep an eye on performing the job in the same way.

When conducting employee performance reviews these descriptions should be the primary tool used for evaluation. Focusing on how the examined person is carrying out the constraints of their duties. It should direct in the improvement process. Additionally, it is vital that annual personnel reviews take place not only for monetary increases. Rather there should be an uninterrupted, one on one conversation about their job. An exact evaluation includes setting goals and objectives. To achieve "a goal-oriented job improvement plan, it will require having objectives in place. People have a need and right to understand the broad range of issues that are behind decisions. They "need to know how their actions or inactions may affect the company. News of pending mergers, consolidations, and restructuring contributes to a feeling of helplessness.

Management has an obligation to keep people informed about situations that affect their jobs. They need to have questions answered or addressed, which may dispel circulating rumors.

A company needs to practice routine communication with employees. It will raise concerns if not done.

- **Electing not to converse is harmful to any positive actions and threatens the viability.**
- **Failure to show recognition and appreciation make for stress-filled environments that jeopardize productivity.**

The significance in employing initiatives that will reduce pressure one-step at a time can have an astonishing impact on your profit line. Workplace stress is most harmful and can destroy a company. The causes "directly contribute to the lack of or no standards, outdated or no job descriptions and little to no contact."

There are other crucial points such as mistrust and unfair labor practices to be aware. However, the causes for all of this is, usually, a direct result of these three solvable points. Honestly and correctly, answer this question "are we guilty of saying too little to our employees." The answer is "probably." In most cases, managers do not know why and how they could improve on communicating with employees. As said, "I tell them and talk to them, and they do not listen or understand!" In conversing with associates about the job and in describing duties, do not confuse this with talking to associates. Managers come away thinking that this should be the training method and that employees should remember what you said.

A friend and leading authority in sales training portrayed an analogy that the world's a stage. Endorsed by many companies is that all team members step onto the stage every time they go to work.

Few can hardly argue against this as most successful businesses subscribe to this theory.

No matter what the training process, my conclusion is that they first need to understand the purpose and unite as a group. Bringing people together for a common goal makes complete sense provided; they could see a reason for doing it a certain way. First, set a united directional course. Otherwise, all that one does is invite setbacks.

Managers Staying Involved

Consider the manager a key ingredient to making things work the better the involvement, the more productive the business. Now add to these proficient and well-designed standards, and immediately recognize improvement. An outstanding leader can get the most support from staff and associates. Unite them in a common cause so that they can boast about how good, they are doing will develop pride. It is easy to understand that managers who encourage proud behavior will get a competitive environment to flourish. In so doing, immediate results are a foregone conclusion.

Great business enterprises cultivate good team play and competitive attitudes.

To manage successfully, place an urgency in getting people knowledgeable, and proficiently is paramount. Another word that beckons a manager is that of genuineness. No one can teach this as it is a positive attribute, which is very real and denotes self-worth.

An honest attitude repetitively demonstrated will inspire associates to be natural. Once, displayed many employees will carry through in the same manner. Now you can get things, done beginning with standards. Remember a manager needs to be on top of their game this speaks to the commitment to the accountability of performance. I am sure you heard the saying "what have you done for me lately" well; this never goes away. A manager must know what and how they are, doing always especially concerning financial results.

How to Develop Efficient Associates

I have, hopefully, described the importance of employee productivity. Associates alike provide significant contributions daily and often find themselves a direct contact between guests and the company. Consequently, they can determine the final qualitative impressions of your property. Their exemplary sound attitudes will foster and promote the business. By now, a definite trend is apparent in my writing that I am appreciative of associate's inspiring work. As a result, my mission is that employers recognize that training and development of associates are paramount to any business. With that, comes the responsibility leaders have, which is to develop people. I think everyone will agree that this is the minimum anyone one can do. However, those that undertake professional development for their employees will be miles ahead. They are also the business leaders who understand that fostering and nurturing is important to people in general and financially beneficial to them.

Building Your Sales, Marketing, and Business Plan

Simultaneously, develop priorities, which are paramount in setting course and direction that will produce financial expectations. Attainment of goals becomes the priority, as this best address ownership's urgent concerns. Although "policies, operating procedures, and standards" we discuss elsewhere in this book, it is necessary to bring them within your sales initiatives.

Excellent care of the guests mainly describes and ties everything together for the standards campaign, which bolsters product and service. Standard procedures in sales are a needed part of bringing conformity to a structured sales effort.

Knowing and fully realizing that quality and value provided consistently makes a difference to the financial well-being of the property. It defines the approach and represents your product. That is why the need to understand that policies and procedures enrich, guide, and explain the sales of product and service.

Vision Statement

This financial document should identify the business and what results you need to expect. It should be comprehensible and not leave anyone to, not fully understand or misconstrue. "Write a brief statement describing direction and growth plans" based on the answers to the following questions. "Develop a vision, with full participation and buy-in from all involved." Try to make the concept as concise as possible. The strategic planning process explores fundamental questions for being in business. Then the owners should agree to install the most acceptable responses as key directions. The answer to the following will help determine key elements of the strategic plan.

- 1. What is the vision?**
- 2. Why are you in business?**
- 3. What is the reason you got into the niche that you created?**
- 4. What do you do?**
- 5. What do you do best?**
- 6. What do you expect to get from your business?**
- 7. Who will your customers be?**
- 8. What types (market segment and income) of guests do you want to have?**

- 9. What are the customer's needs that you will satisfy and specifically those that competitors cannot provide?**

10. What do you do better than they do?
11. What kind of image did you want?
12. What kind of reputation do you want and how do you intend to develop your standing?
13. What are your philosophical, ethical, and social responsibilities and values?
14. What value(s) do you want customers to recognize you?
15. Where should you be in three to five years?

Before continuing, look these, questions over very carefully, begin the thinking process (yes, talk to yourselves). Consider what this vision would look like if the questions were unanswerable. Note there are no right or wrong answers. However, "you should have many considerations that will have made you think through the entire process."

Mission Statement

- This preparation highlights what the tasks will be and detail the approach addressing the priority issues that face you.
- The written message should identify the direction and anticipated results. Be explicit in explaining the way you will undertake these duties to achieve a successful outcome. Describe the necessary business capabilities, based on the customer's needs identified in the market research.
- From the process of developing a vision statement, topics will emerge which you can use in the mission statement.
- Create a "mission statement" for every fundamental value that you want to set a goal to achieve.
- With a mission statement, develop benchmarks for measuring success and progress. Nearly all companies have a brief mission statement explaining their reason for being and their principles. In answering these questions 1 through 15, uncover the reasons that will make you prevail.
- The objectives and strategies once implemented and consistently practiced will produce beneficial outcomes.
- The healthier the thought process, the more you work on perfecting the plan, the better chance for accomplishing great results.

The Written Plan

- Develop the steps needed to engage strategies by focusing on a realistic and concise plan.
- This topic will enable proper attention on the assigned priorities. Implement here a continuous tracking system by understanding the rationale for a remedy.
- This section identifies the objectives. What are the key points that focus on and lead to accomplishing the mission statement?

Establish and Set your Business Goals

Strategies and Action Steps to Achieve your Goals

- Vital success factors identify the "targeted approach" and explains the method by which you address goals-objectives using "strategies and action steps."
- These objectives will then also pinpoint a completion timetable. These features will signify you are attaining the objectives.
- List the key factors to address if a business is to achieve their vision and mission statement.
- Upon completion of the list of vital success factors,
- review them for practicality, viability, and affordability,
- put together by a representative team. To prioritize each objective and to review the objectives before implementing them
- determine if they still relate to the vision. A major cause for failure is assigning implementation of an action to employees who were not participating in the planning.
- Planning, in this section, identifies the approach and determines the responsibility in the process.
- Now it is time to create a planning committee. Identify the key personnel that should be serving on this committee, be sure that these individuals will constructively identify with your overall focus and personal visions.

Developing the Market Niche

- Competitor's product and service, listed under this section is the highlights the description of the way you see the property's products and services.
- Then portray them from the customer's' point of view.
- It is important that this listing accurately explains the beneficial advantages you have and those of the competitors.
- List all the major products or services individually this report will assist in
 - ◆ identifying,
 - ◆ determining,
 - ◆ and targeting
- the overall qualitative standards.

The Carved-Out Niche

- Identify the marketing direction by using your most valued benefits from the comparison.
- In one short paragraph,
 - ◆ define your niche,
 - ◆ a unique corner of the market.
- Then, outline a marketing strategy that is consistent with the newly discovered niche.

Pricing

Explain your method (s) of setting prices. For most businesses, having the lowest price is not a good policy as it robs you perhaps of needed profit margins. Customers may not care as much about price as you think, and competitors may under-cut you. Does the pricing strategy align with the analysis? Evaluate the pricing and analyze the comparison to get a better feeling as to the marketing and promoting effectiveness. How important is the price as a competitive factor? Do the customers make their purchase decisions, mostly on price?

Advertising and Promotion

- How will you get your message out to potential customers?
 - ◆ Do you use a professional agency?
- What media source do you plan to use?
 - ◆ Why?
 - ◆ How often?
- How can you make use of the dollars slated for any of the plans more effectively?
- Identify low-cost methods to get the most from the promotional budget.
- Be careful when you go through this route as you usually get what you pay for is common.
- Do you plan to network with associates or professionals?
- What image do you want to project?
- How do you want customers to see and speak to you?

Your Sales Forecast

Now that you have described your

1. products,
 2. services,
 3. customers,
 4. markets,
 5. and your marketing plan in detail.
- It is time to attach some numbers to the plan, however first let's look at perhaps some influencing topics.

Management and Organization

Business operational and marketing general questions, when answered, will develop an overall outline.

If this person is YOU than must truthfully identify yourself as such

- 1. Who will manage the business on a day-to-day basis?**
- 2. What will the proposed management structure resemble?**
- 3. What kind of experience do they bring into the business?**
- 4. What special or distinctive competencies and qualities do they have?**

Explain the company structure by creating an organizational chart that:

- **describes who is responsible for key functions.**
- **Where are the weaknesses?**
- **Where are the strengths?**
- **Include position descriptions for key employees.**

Startup Expenses and Capitalization, An Overview

There will be many expenses before starting to run a business that is why it is essential to estimate expenses accurately. Start planning and forecasting specifically "start-up expense" categories, to begin building the "pre-opening budget."

- ❖ **Look at these categories and familiarize yourself with industry specifics then begin the estimation process.**
- ❖ **Usually, sensitive is significant capital outlays (advance funding), as you realize no earned revenues (cash or account receivables) to offset the pre-opening costs.**
- ❖ **Accuracy is important in planning, as you do not want to leave yourself short or as you may (usually occurs this way) need to carry these costs into the operational statement. You will need to accomplish an update to the original sales, marketing, and operating projections.**

- ❖ The budgeting process obtains the best possible snapshot of expenses. However, opening a new business has a way of costing more than anticipated. Many would consider two possible ways to make allowances for surprise expenses.
- ❖ The first of these is to add a little padding to each item on the budget. The problem with that approach, however, is that it destroys the accuracy of a carefully thought-out plan.
 - The second approach is to add a separate line item, called contingencies, to account for the unknown.

This is an approach that remains popular with consultants the 20% may be 15 or 10 % but is I guess the best recommended estimate.

- ❖ Although I concur with the consultant's approach, I am, however, of the opinion neither does justice in providing the correct insight.
- ❖ Many from the business environment recommend a rule of thumb that contingencies should equal at least 20 percent to the total of all other start-up expenses. To me, it makes little sense as to what is the purpose for budgeting if all you do is add 20 percent to the total.

Financial Plan and Projected Cash Flow, An Overview

Here again, many business owners think of the 12-month profit and loss projection as the centerpiece of their plan, which it is.

- *However, a cash-flow forecast and balance sheet, together they constitute a reasonable estimate of the company's financial needs.*
- *More important, the process of thinking through the project amount will improve the insight into the inner workings.*
- *Additionally, this is going to provide you with knowledge of the company's statement of accounts.*
- *Listed sales projections and results define enhanced revenue contributions by way of "The Standard Model.*
- *Forecast the cost of goods sold, expenses, profit month-by-month for one year, and monitor them daily.*
- *A narrative explaining the major assumptions used to estimate company income and expenses should accompany profit projections.*

- ***Tell a story of how you put it all together in numbers.***
- ***The statement should explain how you arrived at the idea of just how much it will take to produce a profit.***
- ***Keep research notes and assumptions so that subsequent explanations can result.***

Projected Cash Flow

- The profit projection reflects business plan goals.
- Cash flow is the needed element, and many businesses fail because they cannot pay their bills.
- All parts of the business plan are important, but it will not matter if you run out of cash.
- The objective is to plan how much you need for
 - startup,
 - and for all preliminary expenses,
 - operating expenses,
 - and reserves.
- You should keep updating the account information and using it in an ongoing manner.
- A cash flow ledger needs perpetual updating and should become a standard item to maintain.
- It will enable you to foresee shortages.
- There is no great trick to preparing the cash-flow projection.
- It is much like looking at your checking account, only you do it by accounting for future expenses.
- Determine for each sales category, when you, expect to receive the actual funds.
- Include any alternative income from another financial support source.
- Then forecast when you need to write a check.
- You should track essential operating statistics, although it is not part of cash flow. It does, however, provide a method to track items that have a heavy impact on cash flow,
- such as inventory purchases.
- A cash flow analysis will reveal whether you have an adequate working capital.
- If the projected cash balance goes into a negative, apparently the need for money becomes a reality.
- This procedure will predict when, and how much you will need to borrow.
- It will explain significant assumptions and those expenses that will cause the cash flow to change from the Profit and Loss Projection.
- When purchasing supplies and materials do you pay in advance?
- Can you arrange a payment plan?
- How does this affect the cash flow?
- Is some expenses' payable in advance, and when?
- Are there unscheduled expenses, like (quarterly tax payments, maintenance and repairs, and unbudgeted inventory purchases)?

- ❑ Loan payments, equipment purchases, and owner's draw on cash does not show on profit and loss statements.
- ❑ They, however, do take cash away, be sure to include them. Naturally, depreciation does not affect cash flow, as there is never an outlay for it.

Guess What you can now do? Yes, the answer is BUDGET

Protect Your Business

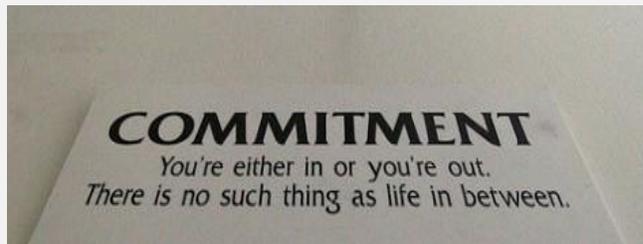
Although, I am not at liberty to advise you in this area.

- It however would be ill-faded and incomplete if I did not recommend that you look at really structuring your business as an entity.
- You have a choice of alternatives and seek professional advice in doing this!
- This will provide you with needed security and protection of your income.
- Structuring your business is essential.

MPC Global Enterprises Incorporated
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Re. My Offer

To: Future MOBE (My Online Business Education) Consultants I have given you a warm up to the business world through my short video and epub. However, I wanted to bring my offer which is contained within this ebook to the forefront and present it in a more meaningful way. I stated the following earlier to you, now it is time to deliver!



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Please make a note of your questions as I will provide you answers. **YES, you heard me correctly, I will make myself available to you in addressing your questions** whether they are related to my writings, and even those that you would my feeling or opinion on.

"This offer is provided to you on a complimentary basis." **YES again, you heard me right FREE!** Bear in mind, that you should not view my advice as an acclamation, guarantees, or warranty. I have attached no strings to this offer, and I also ask that you use these thoughts, impressions, and guidance as nothing more than suggestions based on my experienced opinion, remember that your best judgment lies in your decision-making when moving forward.

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