

# THE CONNECTOR

THE ENTREPRENEURS BUSINESS AND NETWORKING NEWS - EDITION #1 2014

## Goal Setting 101

**"Lots of people are going to get in your way. There will be others who will think you're crazy for giving up the job, or taking the risk and taking on the big, bad competition, whoever that is. You've got to kind of stay the course, and not listen to the naysayers. ."**  
- Jeff Dennis

**"It's not good enough to stand aside and say I've developed something. Ideas are 10 a penny. But you have to convert it to a business. And you have to meet with clients."**  
- Terry Matthews

**"Spend less, save well, invest often."**  
- Kevin O'Leary



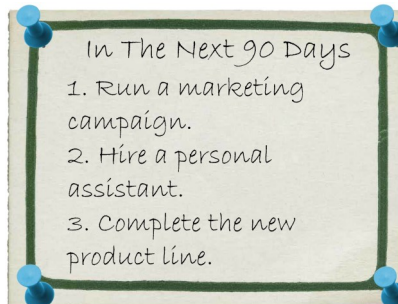
**We've saved a place for you...**

Only 3% of the population retires wealthy. Want to know a common denominator of these people? Harvard studies tell us that it is those who set goals who actually achieve them. Goal setting does not have to be a complicated process but it does need to be a completed one. Here are some simple steps to get started.

**Write them down.** Even if you don't achieve all of the goals you write down you will be further ahead than you were before you wrote them down. There is something magical about using a pen.

**Break them up into bite-sized pieces.**

Mega companies have 1 year, 3 year and 5 year goals. Some have a 50 year goal. That shows a lot of foresight, but they also have 90 day goals. That shows practicality. What are you doing in the next 90 days that can get you started on the right path?



**Put your goals up where you can see them.** Your goals are easily forgotten if you left them tucked away in a binder hidden in a

drawer at the back of your filing cabinet. You won't see them in a file on your computer either.

**Join a team of people dedicated to supporting your success.** The world is full of people who want to steal your dreams. Surround yourself with other entrepreneurs who will breath life into your vision. Consider joining the Canadian Imperial Business Network. There are weekly groups where you can get leads and referrals and meet other professionals. They have MasterMind Groups where you can build a successful business strategy and work with leaders in the industry like Manifest.com

Visit us at [cibn.ca/events](http://cibn.ca/events)

## Oil & Gas Increase Well Production

What do you do when the well runs dry? What do you do when production slows down?

We used to just give up and go exploring elsewhere but times and technology has changed. DL Engineering Petroleum & Consulting Ltd. has solutions that you may not have considered.

Dale Lee engineering focus has been to analyze reservoirs to predict the locations of underperforming wells based on statistical analyses of hydrocarbon production. Reservoirs' wells are evaluated using spatial statistics (i.e. kriging) to locate underperforming wells or regions within reservoirs.

**Dale Lee**  
[dalelee@dleng.ca](mailto:dalelee@dleng.ca)

He is able to achieve this goal by using known (measured) petro-physical information from reservoirs and coupling this data with their production history (production/injection flow and pressures). Call Dale today to find out how to get production back up.

**403-606-3093**



### Turn Your Intentions Into A Healthy Reality

1. Formulate your plan with smaller steps like the rungs of a ladder.
2. Write them down on paper and keep them visible throughout the day.
3. Identify what is keeping you in your weight-loss rut.
4. Have a clear idea what your life will feel like once you accomplish your goal. How will you look?
5. Get an accountability buddy.

For more great health tips and coaching visit the blog at [www.cathyormon.com](http://www.cathyormon.com) or call Cathy for a free session today! **403-453-4452**

## Bad Networking - You Are Stupid & Fat!

How effective is it to meet a new prospect and say "You are stupid and fat?" Yet we occasionally hear this kind of thing at business mixers from someone who has not yet figured out that insults are not the best way to get new business.

Networking works best when one builds relationships. Results take time and they take fostering the right kinds of interactions. One can't just drop in like a drive by terrorist hurling insults out the car window and expect positive results. Recently we had a guest try to use this as a technique. This is how it went.

### Strike 1

First time at bat, right out of the gate he winds up for some bad networking with his elevator speech by saying to all of our members, "Your businesses have no future, you don't make residual income, you should stop what you are doing and get into XYZ company with me." Translation – "YOU ARE STUPID!" Of course all business owners love to be insulted, I can't understand why they didn't rush him to join up with his opportunity.

### Strike 2

Bad networking continued with zeal – he gave one of our female members "diet tips" and raved about his products

ability to help her lose weight. Translation – "YOU ARE FAT!"

Business networking is not working for this gentleman. Or is it that this man is not actually networking? He seems to instead be using insults as his opening, and then abusiveness as his closing. He is actually perfecting the game of BAD NETWORKING!

To read the original article "Bad Networking - You Are Stupid, Fat, & Have Acne" visit the blog on our site [www.calgarybiz.net](http://www.calgarybiz.net) under *The Skilled Networker* category.

- This article was provided by the Calgary Business Network.

## Cashflows For Your Business [rivetaccounting.blogspot.com](http://rivetaccounting.blogspot.com)

- C Consistent monitoring
- A Accountability
- S Steadiness
- H Holistic management
- F Follow through
- L Leaving nothing to chance
- O Organizing spending
- W Walk the rope carefully
- S Simplify your collecting process

Try these tips and you may be getting a good peace of mind from cash flow worries. These are essential tools to getting business owners out of the crisis of managing cash flow. It is risky to ignore it, but highly rewarding if it is properly taken care of. - Bolu Oluwadele



# Top 3 Reasons Your Marketing Sucks!

If you suffer from any of these three conditions then it's time to STOP what you're doing and begin making some improvements to your current marketing plan.

**1. Nobody has heard of you.**

When you introduce yourself to a complete stranger and tell them your name or the name of your company, how many people would say "I've heard of you". If the answer is "no one" then you're in big trouble. Brand awareness is the number one asset you have at your disposal to help establish your credibility. Your marketing plan needs to include a plan for building brand awareness and at the very least, you should know what percentage or segment of

your total target market should have at least some familiarity with you.

**Your phone is not ringing.** Also known as "there's no traffic on your website". Marketing is supposed to drive traffic to your business. If no one's coming, then your marketing plan is obviously failing somewhere. It could be that your marketing message isn't resonating with people. Perhaps you haven't isolated your target market. Whatever it is, you need to take action quickly to fix it.

**3. All of your business comes from the same place.** This is the symptom that prevents business owners from taking action to cure the previous two problems mentioned. Nothing can deceive you into thinking that your mar-

ket than already having customers. But if all your customers come from the same well then you're sitting on a ticking time-bomb.

Wells have a tendency to run dry if they're tapped too often. Not only this, the growth of your business is being seriously hampered. If one thing is working, that's great! Now what's the next step? Remember, if you're business isn't growing, it's only a matter of time before you begin to notice it dying. Nothing in life, business or nature can remain static. Things are ALWAYS in flux.



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# Social Media Questions

What platforms should my business be on? Is Facebook just for retail businesses? How do I get people to "like" my page on FB? How many followers do I need on Twitter? Is my market on Twitter? How much information should I put on my LinkedIn profile? Are connections important? What kind of LinkedIn groups should I belong to? How much is too much when it comes to posting? Will people get tired of me? Should I have an

automatic response system on my email? Should I build an auto-responder to keep in touch with my customers? Should I make a YouTube channel? Should I have a blog? Where will I get the content? Where will I find the time?

**Yes! Many companies are now gaining thousands of dollars a year on their bottom lines with internet marketing.**

**403-397-1909**

**LOYAL 2U**  
[www.loyal2U.ca](http://www.loyal2U.ca)  
**For the answers you need...**

## Did you know?

Proctor & Gamble has a 5 year plan to save 10 billion dollars in advertising by using social media?

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Would you like to be featured in the next edition of The Connector? Call 403-370-4472 today!

### Suze's Musings

"Work hard!"

...the cheerful comment from the greeter at the front desk at the Y today when I checked in.

I smiled and said "Thank you - I will play full on!"

In the locker room I overheard a woman saying she was "pushing through", I thought "move through". Her friend replied "no pain, no gain"...I switched in my mind to "stretching and feeling terrific!"

Listen to the words others use to describe what they are doing, so often they are harsh ... from the non-supportive side of the line... and it matters.

In your mind, practice switching those non-supportive comments you overhear to the "upside" of the line, and you will discover your inner conversations will shift up and your perspective will change.

It is easy to do, and keeps your mind moving in the direction that supports your dreams!

Suze

Author of "Belief Re-Patterning"



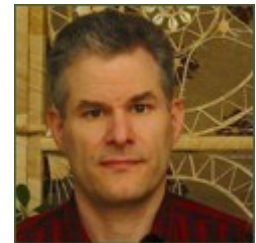
[www.suzecasey.com](http://www.suzecasey.com)  
403-286-9380

## Definiteness Of Team Purpose - Communicating The Vision

Once you are absolutely clear on your business vision, **you need to make sure that everyone who can help you get there knows what the vision is.** The classic mistake is most business owners only review the strategy with their team on a periodic basis; maybe even only quarterly or annually. To get the power of the team behind the vision you need to share it often. Everyone needs to be constantly focused on what the end goal is when they are doing the work of trying to move towards it. You can't really over-communicate the vision. The primary role of a leadership team is to ensure everyone knows where they are heading; the vision. Every day. Every week. Every month.

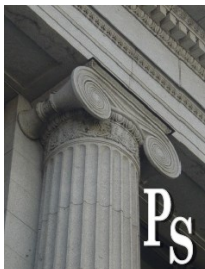
**The next step is to show the way.** Help people on the team understand how everything they do either moves the business closer or further from the vision. Show them how what they do is accomplishing the vision. Even if they are not directly involved in executing the strategy, what they do matters for the vision. Help people on the team understand how everything they do either moves the business closer or further from the vision. If your vision is to have 10,000 customers for your product or service... the people serving today's customers matter. If they serve them well, scaling your business becomes so much easier.

**Repeat the vision.** When the leaders are sick of talking about the vision... that is about the right amount of repetition. But unlike the flu, you don't get over it. Keep repeating. When the team can mimic not only the words but the delivery you know you've hit the sweet spot. The thing is, people have a tendency to drift. Drifting causes us to lose focus on our goals and never really achieve them. The solution? Definiteness of Team Purpose: Communicate the Vision. How often are you communicating your business vision?



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[www.manifest.com](http://www.manifest.com)  
403-201-2402

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