

5 Resolutions to Make 2015 Your Best Business Year Yet

It's never too late to make resolutions. Here are five that can benefit any business.

1.) Review last year's performance.

Take some time to look back at what worked and what didn't in 2014 and then [write down goals](#) for this year. In what areas can you be more efficient? How can you add more value to set your business apart from the competition? Group goals into categories such as management, financial, marketing, customers/clients, and operations, and develop a strategy for each.

2.) Keep learning.

You don't need a big training budget to keep up on industry trends and improve your business skills. In addition to industry conferences, trade publications, webinars, workshops, and networking groups provide ample opportunities for learning and development. Locally, both the [Small Business Development Center at FGCU](#) and [SCORE](#) provide free consulting, training, and business research to small business owners and would-be entrepreneurs. And YouTube offers educational videos on a variety of topics, from small business accounting basics to the global business environment – all for free.

3.) Consider outsourcing.

Take an honest look at your strengths and weaknesses as a business owner. Identify areas in which you lack the expertise needed to grow your business and consider outsourcing those operations.

4.) Make customer service a top priority.

Good customer service is one of the keys to any successful business. By attracting and keeping customers, you develop long-term relationships that generate repeat business – and a healthy bottom line.

5.) Take care of yourself.

Mom was right. Regular exercise, a healthy diet, and plenty of rest are a necessity in life – especially for small business owners. So listen to your mother - and remember to stand up straight!