

November 3, 2008



Just for Today

Hooray for hard times! Since your income depends on your activities, you can officially rejoice - business is about to get better. No, I haven't lost my mind (at least, not at this moment). You see, people and companies that don't have plans - you know, the ones that have gone along making enough money to be happy so they haven't really needed a plan - are about to go out of business, or at least spend so much time struggling that they won't be a factor. And guess what that means to you and me? More market share for us. Go figure.

Here's how it works: in every economic downturn, there are business that start and grow. They have very detailed plans, and all the metrics are tracked (remember, what you can measure, you can grow). But if you don't know what's working in your favour, it's hard to say what you need to do more of or less of, to stay afloat, to survive, and yes, even to thrive in a tough marketplace.

Just for today: save yourself. If you have a plan - and you've been following it, tune it up for the new economy. If you have been happily going along, getting by, pick up the phone and call me. Invest a couple of hours in recession-proofing your business - the worst thing that can happen is that you'll thrive.