

# Steer Your Business Success Plan

## Steer Your Business 'Success Plan'

Thank you for requesting and downloading this e-book to help you '**Steer Your Business**'.

My name is Sally and I am passionately committed to 'making a difference' and 'helping you' wherever I can.

Throughout my life – especially throughout my many years in parliamentary environments - I learned that the best laid plans can fall apart or come to nothing if they are not correctly managed and directed. I have seen first-hand how great men and talented leaders have steered projects commanding many millions of pounds with ease and simplicity...and equally watched as too many well-meaning leaders have failed to achieve their stated goals because there was a 'lack' in the direction and process.

It is simply my aim to stand right here beside you and bring all of that collective experience to work for you so that you can aim high and achieve your goals without the fall and heartaches that I have witnessed.

**Steer Your Business** is a comprehensive programme that will walk you along a path of your choosing to a goal of your designing but a path where you will never be alone and will always have me and my team on-hand to support you, encourage you and train you when the steps you are taking are new and uncertain.

**Steer Your Business** is a programme that is committed to YOU and is PERSONAL. When you enrol on the programme it will be a very personal journey and I want you to know right now that you will never be lost amongst the masses but instead will always be working with me in person whether on our incredible and invigorating 2 day event or in our monthly on-line coaching sessions.

**Steer Your Business** is simply the perfect support programme where you and I work together to achieve your goals.

However, between now and hopefully the day when we meet in person and you join fully into the programme, please allow me to share some thoughts that can at least *start* you along the pathway to success. This book is written because I care - and so I shall outline some key ideas to give you a 'head start'. Please, follow the ideas and implement the thinking and with 'baby steps' if necessary gradually work towards the future success that you dream of.

Here's to your success and I sincerely look forwards to working with you soon.

Sally

## Your Vision

### **The Key to Success: Knowing Where You Want to Be in 5 Years' Time**

Surprisingly many people who start out in a business do so for 'mixed' reasons. By that I mean that often it is 'to escape the boss' and to 'feel free' but actually not clearly aiming for a specific goal that means a lot to them.

Now that you have taken that bold step into creating your own business, do you know what you want from your business? Are you jumping from one idea to another? Are you following the shiny object time and time again?

It is not easy. The world that we live in with Internet hype everywhere could easily trick you into thinking that the pathway to riches is easy and that if you haven't gotten rich yet then you must be on the wrong path because that video you saw showed that person making millions and he said it was easy!!!

Not true!

It is never easy and those videos are 'hype' to 'sell you' into their programme. The deciding factor in any and all programmes is YOU. It is YOU that will make it happen and you will only manage that when you know exactly where you are heading and why. Therefore, looking at your vision in detail and working out what you really want from your business, is the key to being focussed and driving your business in the direction you want to go. This is-supremely important and so creating a Business Plan that states your end goal and helps you design the pathway to that goal is a key place to start.

Thinking about these things now, will make sure you are on the right track from the start. So many business owners haven't thought further than the end of the week never mind the end of the year or in 3 or 5 years' time. If having a regular income or pension is important to you then you need to look at growing your business so that you don't have to work in it every day; if you want something which is more about money in your pocket now and you are happy to earn as long as you work, then growing your business is probably not on your radar.

Sitting down and working out exactly why you are in business and what you want to achieve is therefore essential. Reviewing your business plan regularly will also keep that end goal in your head and help decision making much easier.

When you join in with the **Steer Your Business** programme, you and I share this process together...you will ask a ton of questions (some of which you might think are silly!) and my team and I will help you find your answers...but for now you can at least start having a think about this and preparing your way.

## Your 'Strategy'

### **Have a Plan: How Are You Going To Get To Your Desired Goal?**

The next thought that we need to go through with you is the idea of a 'strategic approach' towards attaining that previously identified goal.

You might have heard buzz words like 'Strategy' and you can be forgiven for not knowing exactly what might be meant...or at least you know what *you* mean but would use different words! Truthfully, a 'Strategy' is a designed path or series of actions that take you to your identified end goal.

For example, a strategic approach to business might mean that you take time out of daily immediate sales actions to build relationships with a person that you believe one day might lead back full circle to many hundreds of sales because of their connections. It might be that your strategy to bring in thousands of clients means strategically building partner relationships and seeing a slower growth initially but hoping for incredible growth when relationships that you've built return huge recommendation volumes.

You see, for many people, being consumed with immediate sales is the focus and so they might spend every day hunting down and closing one or two accounts...you on the other hand see the bigger picture and eventually when your strategy pays off and they are still closing one or two a day they might call you 'Lucky'! Do NOT be mis-lead. Business success is NEVER luck! It is always a result of over-looked or unsung activity that built slowly the path for that 'luck' to sit upon.

Thus have a think about what Strategy you might use to grow your business.

Strategy involves drilling down to know who your customers are. Strategy involves knowing how you are going to maximise sales volumes. Strategy involves thinking about how best to manage resources such as staff, cash flow and time whilst still getting done what needs to be done without burning out! And so much more!!

And as a caveat, please remember that all of us have to still put bread on the table and so you cannot have a business plan that *only* involves long term strategy or you might be very hungry in the short term! So, balance your activity to achieve your goal and balance 'Strategy' or longer-term planning with 'Tactical' or immediate 'react to circumstance' planning.

The **Steer Your Business** programme will walk you hand in hand down this path but for now tackle these thoughts so that you are more in control of your destiny.

## Identifying Your Goals

**Only 2% of UK workers earn over £100k a year; 2% of people set goals – Coincidence?**

Personally I find it amazing that so few people have any goals for their life! Literally millions of people get up each day, go to and from work and 'drift' through their life with no real meaning or direction! Thankfully you are not one of them as clearly you already have a plan to **Steer Your Business** which ultimately directs your life to a whole new level. Well done!

Having said that though, it is absolutely vital that you establish clear and concise 'Goals' for your business. You need something to '**Steer Your Business**' towards.

Do you make New Year's Resolutions and break them within a few days? Do you say "I'm going to get x" and then fade away almost as soon as you say it? Do you feel that you *really* achieve what you want in your business?

Goal setting is a key to success and keeps you on track not just in January but throughout the year. Setting goals will help you achieve what you want and focus your business on your final destination.

It's no coincidence that successful people set goals and always challenge themselves to achieve more. There is no such thing as a glass ceiling; you can achieve whatever you want as long as you want it enough.

Goal setting is only powerful however when it is clearly linked to a 'why' and when you are emotionally connected to the outcome. The **Steer Your Business** programme will help you add this absolutely vital step...the critical 'missing link' between setting goals and actually achieving them.

For now though, you do need to set for yourself something to aim for – and make that something mean a lot! It has to be emotionally linked to your heart's desire in some way....so for example, achieving financial success in order to have time away from work to be with loved ones knowing that we are after all mere mortals!! And then when you have 'set the goal' to help you actually attain it breaking it down into smaller possibly more believable steps helps you .

For example the goal might be "I want to be a Millionaire" but a part of your brain might not believe that you can attain that...but it might believe that you can earn £100,000 and so making that lower level step one will ensure that you can break your end goal of £1million down into manageable steps and thus succeed in attaining the end one day.

The key to achieving goals is to take action and move forward in a series of small steps. Each step might seem small but when you look back, you suddenly realise that you've taken a giant leap from where you were to where you are now. All the time you keep moving forward and focus on the big picture, you will be getting closer to where you want to be. Take action – Do It Now!

## Delegating To Lighten Your Load

### Letting Go is The Only Way To Grow Your Business

You may already have experienced the 'pressure' that many business owners find themselves under!! Constant demand consuming all of you and the feeling that there is simply too much to do and it all has to be done by you if it's to be done properly!!

Well, it is a fact that all business starts this way...but equally a fact that it doesn't have to stay this way. You can grow your business with less being 'all about you' if and when you learn to properly 'Delegate'.

Do you feel overwhelmed? Do you have a long "to do" list which you never get to the end of? Is there just too much to do and not enough hours in the day?

I know the feeling!!!

But learning how to delegate to trusted people and get more time in your day to focus on the area of your business that you are passionate about IS possible. The **Steer Your Business** programme shows you systematically what steps to take and how to avoid getting the Delegation wrong and causing your business such pain as it lets people down.

For now though let me share a couple of starter ideas:

No 1, Too many business owners like to do everything themselves. They think no-one can do it as well as they can but it just isn't true. By focussing on the areas that you are good at and delegating the things you either don't like or aren't so good at, you will grow your business so much more quickly. Be honest with yourself and examine your strengths and identify your weaker areas. Resist the temptation to be 'good at everything' and openly admit to being not so good at some areas. Deliberately try to not do everything and indeed look proactively at giving tasks away! For example, delegating could mean getting help with home related tasks such as cleaning, ironing or shopping so that you can focus on your business or it could be delegating business tasks that you are less efficient at such as book-keeping, social media or admin whilst concentrating on areas that you like such as training delivery or blog writing. Someone who specialises in these areas will complete the task in half the time, do a better job and won't cost you a fortune so actually delegating not only relived your stress but often means a better outcome for your business!

No 2, Thinking about 'building a business not creating a job'. Too many smaller businesses actually are "jobs that are owned" not in fact a 'business' at all. A 'business' is something that works and generates income when you are not working. If income is only coming in when you generate it then it is in fact a job that you own not a business!

Every business starts with 'a job that you own' but the deliberate practice of 'delegating' leads you to eventually building a real business that earns for you when you're not working! It is worth mastering this process. Go on, go for it!.

## Systems & Processes

### Having a Process for Everything Enables Your Business to Run Smoothly

As we have just looked at, doing everything yourself is a nightmare and will lead to 'burn out' and failure.

Aside from 'Delegating' another absolute core practice is looking to work with 'Systems' and to develop 'Process' so that your business becomes 'machine-like'.

Are you offering the same service to every customer? Does everything you do look the same? Do you always remember how you did something or do you have to look it up each time?

Systems and processes are the key to a successful business. Putting processes in place for every area of your business gives you a more consistent product or service and your customers know what to expect every time they buy from you.

Systems run businesses and people run systems. Having a system and processes in place which everyone can follow ensures that your customers receive a consistently good service which can be replicated over and over again.

Everything you *do* in your business is *a process* so best practice is to deliberately notice what you do and then whilst working at constantly improving it you are also working at replicating it.

The **Steer Your Business** programme will take you through this in much detail. You will have many questions about what system is best? How do I make it a duplicatable process? Do I need a CRM? What CRM is best? There will be systems for emailing and systems for invoicing and systems for diary management and systems for work tracking....and in the **Steer Your Business** programme we cover each and all in great depth.

For now though why not have a think about what exactly happens when you get a customer. Where do you find the enquiry? What happens next? After the sale how is the work delivered? Is there a process for invoicing and payments?

The answers to these and many more questions lead you to clarity as to what 'process' you are creating and then lead to thinking about what 'systems' best assist with that process. There is a myriad of software out there that can help...but with a 'myriad' comes a struggle to know which is best for you! Take your time and seek expert advice – because getting it wrong once can be a pain for a long time to come!

When you start to look at what you do and how you do it, you'll be surprised at how you can tweak things to make it more efficient or maybe do it a different way.

## Numbers – Overview

### Knowing Your Numbers is What Drives a Successful Business

Every single business owner out there knows that they need to count the cash...but is that all there is to knowing numbers? What other 'key' numbers might one need to know in business and indeed is the cash figure that you think you know really accurate?

Let's expand that thought... What are your 'key' numbers? Do you know what to measure and what those numbers actually are right now? Do you know if you're profitable? Do you know how many customers you have or how many orders you've received this week?

If you've ever watched Dragon's Den you will know how the Dragons always ask about 'numbers' in various guises and always they are dismayed when those pitching don't know! Its critical!!

The **Steer Your Business** programme will teach you in detail exactly what numbers you must measure and track and indeed it will give you a brilliant 'scorecard' so that tracking them and keeping on top of them will be easy.

But for now, please understand that things can happen very quickly in a small business with devastating consequences. Rather than wait until the end of the year when you get your tax return, why not review your numbers weekly or monthly? Are you 'up' or 'down' on expectations? On 'need to have' figures? Are you even profitable?!! And if not, what is causing it? A dip in customers and therefore cashflow could be down to something simple which you can easily correct as long as you know.

Disgruntled customers are very quick to tell everyone how they feel and that can dramatically change your fortunes! Responding quickly and offering a solution will restore your credibility before too much damage has been done....but what measurements in areas such as 'customer feedback' are you tracking to prevent disgruntled clients spoiling future sales? And how about staff happiness and recruitment issues...wouldn't it be safer to know that a key member of the team isn't so fed up they're about to leave you in the lurch just before a busy time like Christmas?!! And how about Customer Habits in areas such as purchase frequency, giving of referrals or preferred product? Indeed, who is your best customer type?

ALL numbers need to be accurately tracked and recorded so that your business is protected and you can be planning ahead instead of fire-fighting. Please sit now and have a think about what important numbers in your business...and of course, if you need help why not join in with the **Steer Your Business** programme and use our 'Business Scorecard' software tool to ensure your success?

## Measuring And Reviewing Your Internal Processes

### **Knowing What Is Actually Happening IN Your Business Will Improve Your Service**

In a similar vein of thinking as to 'Knowing Your Numbers' we need to also look at knowing your internal systems and staff procedures.

Why?

Well imagine if there was actually a person who is supposed to be 'Customer Service' and who is telling you "everything is really good here"...but in fact you aren't able to 'check' whether what they're saying is truthful or not? What if they were NOT delivering a service and actually upsetting customers and just hiding it from you?

Granted it is rare and of course you can remove and replace that person ...but if it is carrying on when you have no knowledge it can do irreparable damage.

So you **MUST** manage your internal process.

The **Steer Your Business** programme covers in comprehensive detail ideas and suggested practices to help you cover this gap and create a happy connected team, but for now please look at questions such as

- Does the phone go unanswered?
- Do you respond to emails within a reasonable timeframe?
- Are your customer service procedures trackable and as good as they could be?

Knowing what is happening in your business and where you can improve will reflect on your customer retention and ultimately on your bottom line

How often have you called a business only to hang up and move on to someone else? Do you know if that is happening in your business? If it is, then you are losing customers and ultimately revenue. Knowing simple things like how long it takes to answer the phone, how long it takes to respond to email enquiries and changing the process if it's too long will also have an impact on your bottom line.

## On-Going Training and Development Needs

### Keeping Up-To-Date With Changes Is Essential

Staff skill levels are very often 'assumed'! Dangerously so!

When asked "Can you do this? Are you confident with this?" A member of your team or supply chain may not want to volunteer that they're not that skilled and yet any possible skill gap can create a very inefficient or at worst a very damaging experience for a customer.

With an ever-changing world with Internet technologies and Social Media etc it is even more important to up-skill and train and be sure that you and your providers are correctly trained.

Are you falling behind with the changes in technology? Do you need to do some training courses for your staff so that they're 'up to speed' with all the latest updates in the software they use? Or to ensure that they can properly drive new technology to advance your business?

The **Steer Your Business** programme will show you in a detailed and step by step way what is critical for your business...whether they be internal staff or outsourced team members...and then help you with up-skilling and a measurement process in order for you to go forwards and thrive!

Whichever way you go forwards though, please take a few minutes to think how you might 'test' any team member as to how good they actually are at what they're supposed to be doing and think about what areas of 'service' or 'customer advising' or 'sales' and make sure that your company name is never 'tainted' by poor skills.

Please look at all areas: Marketing (Enquiry Generation), Sales, Administration, Accounting, Logistics/ Manufacturing/ Production (the 'doing' of what you 'do'!) and question when you last checked their competency, when the way that you do things was looked at with a 'fresh pair of eyes' or when you ask a question "If we doubled our sales right now, where would we crack under the pressure?"

## Marketing And Lead Generation

### Your Business Growth Depends Upon Being Known And Found

Of all of the areas that your business has to consider and pay some attention to, possibly one of the most critical is that of marketing. The part of your business that is responsible for enquiry generation...because without enquiries you cannot close sales and without sales you have no business!

Marketing though can be many varied and complicated methods...and in the **Steer Your Business** programme - and especially throughout the 12 months of coaching - we will work intimately with you to help you implement exactly what is best for you. The **Steer Your Business** programme brings in leading experts in many areas such as Networking and Social Media to help you whilst also sharing specialist advice on traditional marketing methods such as exhibitions, direct mail and telephone marketing..

Today though let's just very quickly look at these 2 crucial areas.

## Business Networking

A superb place to start your business mission is to get out and about amongst other smaller business owners. Business Networking as it is called is now a huge business in itself and has established itself as the No1 start point for new businesses as it typically demands less cash up front and the results are often fairly immediate.

Networking could mean attending a free event or it could be something more formal which you pay for. Whichever type of event you choose, the key is to be consistent. If you only attend once in a while, you will never get to know people and more importantly, they won't get to know you and your business. Building relationships is the key to successful networking. It's a slow burn sometimes but will give you better results. If you rush into a meeting, push cards at everyone and then leave, no-one will remember you – or if they do, for the wrong reasons!

Following up is also essential. Just drop people an email or connect with them on social media. Again this will keep you in their mind and they will remember you far more than someone who doesn't keep in touch. Meeting one or two people a week for coffee is also a great way to find out more about their needs and see if you can offer a solution. If you can't, then maybe you know someone who can. Again, they will remember you if you are able to help them or refer a potential customer to them. Don't forget the same applies online. Just connecting is not enough. Start a conversation and find out more about the people you connect to.

Building relationships in this way really will pay off. Networking is extremely effective if done correctly...and so again we cover 'Effective Networking' in the **Steer Your Business** programme.

## Social Media

### **Visibility Online is Crucial As It's the First Place People Look For You**

Without putting too fine a point onto it, if you are not 'present' in the Social Media swirl these days then frankly you are going to be left out in the cold and probably die a slow lingering death!!

Fact: Social Media platforms such as Facebook, Linked-In, Twitter and YouTube are too massive to ignore and potentially in themselves can totally transform your business into a world beater.

In the **Steer Your Business** programme we will cover this in more detail...especially during the 12 months of coaching support...and we will share answers as to which platform is best for your business, what to 'post' onto the platform and how best to 'advertise' on the platform to bring you targeted leads. For the moment though, I urge you to create for your business a 'Profile' on each of the platforms and make an effort to post something at least each week.

To reiterate, Social media is an *extremely* powerful tool which can drive more business if you work at it and use it professionally. Being visible and building credibility through social media will have a positive impact on your business and your cash flow so make Social media a permanent part of your marketing strategy and make time for it on a daily basis ( or delegate/outsource and get someone to do it for you).

Social media is not just about sales though. People soon get fed up if you constantly sell to them. Share information or ask a question, share other posts which might be of interest to your potential customers and engage. Once you are seen on social media platforms on a regular basis, people will start to follow you and see what you're doing, how you can help them and what products or services you have to offer. It's like the shop window to your business and should encourage them to contact you to find out more.



## Steer Your Business – Summary

Well, I sincerely hope that you have enjoyed the few minutes that we have 'spent together' as you read through this...and equally I sincerely hope that the thought-prompting that this simple guide might have triggered is carried through into action which leads into improved results..

I absolutely appreciate that you are extremely busy with your business and that is why I wanted to make this 'Success Guide' brief ...but also wanted so much to 'nudge' you in some very important directions.

Undoubtedly I cannot help you as personally as I would like to via this guide, and so I urge you to join us on our **Steer Your Business** programme and join in with me, my team and the other business owners who form part of our community.

When you join in with us I personally can help you with your 'steering' and I know that many of our clients thoroughly enjoy the value of mixing with others in our group – indeed much business is passed between us!!! Often it easily out performs any investment made to join the programme in the first place!!

However, when you are ready to take your business to another level I will be here along with my team to help and 'steer' you towards the results that you seek.

Until then I truly wish you every success and look forwards to meeting and working together one day soon.

All the best

Sally Marshall.

**Spending 20% of your time ON your business rather than IN your business, will definitely have an effect on your bottom line. Plan it in your diary and stick to it.**

**Do It Now!**

Steer Your Business  
Success Plan



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