

7 SIMPLE-YET-EFFECTIVE LESSONS TO HELP SMALL-BUSINESS OWNERS GET OUT OF THEIR OWN WAY



**YOU DIDN'T START THIS MISSION TO OVERWORK
AND UNDERPAY YOURSELF.**

THERE IS A BETTER WAY.

When faced with the reality of the time, energy, and funds required to start and run a business, some will give up on their mission even before they start. Others will simply lower the bar and accept less. But why settle?





1

YOUR FOCUS SHOULD BE ON LEADERSHIP

You started your business with drive and vision, and that is where your energy and focus should remain. Being willing to pitch in wherever is necessary shows passion, but actually trying to do everything yourself is a recipe for disaster.



2

TIME IS MORE EXPENSIVE THAN MONEY

As devastating as losing money can be, there is still an opportunity to move things around or make more. You won't get a split-second of your life back, so remember that when considering endeavors and calculating true ROI.



CUTTING EXPENSES BOOSTS PROFITS

One way to increase profits is to lower operating expenses. Get more for less. While it may not always be practical or possible, there is often a lot of money to be found simply by taking the time to think it through and optimize operations.



PROPER COMMUNICATION CAN TURN COMPROMISE TO COLLABORATION

You're probably not going to always get your way, and business often requires letting go of certain elements in order to keep things moving forward. This results in a hybrid anyway, so try to look at it as an opportunity to collaborate instead of a responsibility to compromise.



5

EDUCATION SHOULD BE A PART OF YOUR DAILY ROUTINE

Never stop learning. Don't let ego or laziness cause you to become a dinosaur. From private instructors, to Ivy League-MOOC programs, to free seminars, there is an entire world of affordable and even free education available to anyone with a computer and internet access.



6

YOU'RE PROBABLY MORE CREATIVE THAN YOU KNOW

Get proper help with wording, design, refinement, and translation, but don't ignore your own tastes and ideas when you are building your business.



IT'S ALWAYS RIGHT NOW

Learn from your own mistakes and the mistakes of others. The precious time and energy that you're using to dwell on something negative from the past could be much better spent on stabilizing today and building the tomorrow that you deserve.

YOUR COMPANY CAN'T LEAD ITSELF.

**SAVE TIME AND MONEY WITH TECH-CENTRIC
BUSINESS OPERATIONS SUPPORT BY VETSOLO.**

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