


An entertaining and informative newsletter for entrepreneurs and executives.

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# THE MISSING PIECE

VOLUME 3 :: ISSUE 3

*"It's not the plan that is important, it's the planning."*

~ Dr. Graeme Edwards



By Ginger Gallagher  
President, MediaFit, Inc

Ah, Fall. A time when the weather is beautiful, kids are going back to school and we return from the summer to serious business. It's a great time of year and a great time for our businesses. The hustle and bustle pick up a little. Our clients are once again a bit more serious about business and we all have to get ready for the holiday season. There's one other thing we must do in Fall and that's plan for next year. What? Think about 2010 now? Yes, and think hard about it. If you want to put into place new sales ideas, new promotions, new

products, new venues or any number of other things, then now is the time to plan for it. Read on for planning tips, tricks and motivation to get you started on your 2010 plan. You'll be more than thrilled when January comes and you know what you're going to be doing in 2010 to grow your business. ❄️

*Ginger*

## Action Comes Before Motivation



By Shane Williams  
Vice President, MediaFit, Inc

**H**ow many times have you heard someone, or if you are honest, said yourself, as soon as I get motivated, I am going to ... [fill in your goal here]! I am going to lose weight, I am going to eat better, I am going to sell 10 accounts, I am going to organize my office, clean the garage, take my wife/husband out on romantic night on the town.

Then what happens, motivation doesn't come and it's always "I am going to" or "I haven't found the time", as soon as this is done... [insert your excuse here]! Unfortunately it is all too often that we procrastinate while waiting for motivation to fall into our laps, and the realization of our goals gets further and further from our grasp.

Here's the deal! I will let you in on a secret that actually everyone knows, but does not do: If you wait for motivation to strike first, it usually never happens, unless it's almost too late. Like, having a heart attack might make you finally decide to work out or the threat of losing clients or getting fired might actually make you organize your office or go after accounts harder.

We know and have seen this happen to so many people. Now, why would we let things get that bad in order to find the motivation to change and do the things that will make our lives better? When it's been proven to us time and again that motivation doesn't always come before action. Action usually precedes motivation.

So let's work from there. Here's what we are going to do. First, write down the things that you want to accomplish when you get the motivation. Second, schedule it in your day or

week. Next, do it. Don't make one excuse not to do it, get up, take the action and just do it.

You might say, "Okay, Shane that is good advice for January. What am I going to do for the other eleven months of the year?" My answer – continue to just do it. Once you discipline yourself to not accept excuses for one month it will become a habit for you, a natural state. Occasionally you might have to remind yourself of your commitments - that is why you wrote them down. Post your goals somewhere where you'll see them regularly, and take some time each week to review your accomplishments.

Motivation will follow from the positive results of the action and when motivation shows up, it's already a routine and life has gotten better.

Always remember, "Winners get things done, losers make excuses." Find the winner in you to get things done. ❄️

*Shane*



# Five Tips For Goal Setting

**A** By Christina Johansen,  
Event Planner, MediaFit, Inc

As we look into the future that 2010 holds for us and our businesses there are a myriad of hopes and dreams that we, as marketing professionals and business owners, share for growth and success. In January each year we all make promises to ourselves in the form of new years resolutions, which really boil

down to our most important goals for the year. Unfortunately as that season passes and we get bogged down in the day-to-day operations we sometimes lose the vision of the accomplishment of these goals. However, there are a few simple steps that we can follow to make attaining these goals a reality.



**PICK REALISTIC AND ACHIEVABLE GOALS THAT YOU CAN GET EXCITED ABOUT.** For each of us the goal setting process is a bit different, though ultimately we need to set goals that are important to us. Decide how you want to grow your business. You could choose client base, profitability, repeat business, employees or office size, whatever growth measure you are most excited about. Then select a percentage or exact number that you would like to increase by. When selecting the growth rate make sure you take into consideration factors that will affect your success; for example if your business grew 30% last year you won a large segment of your target audience and your growth number should either be less than 30% or include a new strategy to capture a new target audience.

**WRITE YOUR GOALS DOWN.** No matter how important the goal is, or how well we burn it into our hearts having our goals on paper is the first step to committing to achieving them. The second phase to writing down your goals is following it up with ideas on how you will achieve your goals. If your goal is to increase your client base you might also want to write down that you will make a certain amount of appointments each week to talk to potential new clients. This process helps us to think through our goals and what it will take to realize them.



**SHARE YOUR GOALS WITH OTHERS AND CREATE ACCOUNTABILITY PARTNERS.** Sharing your goals with people that you are close to or people on your team will further help you to commit to working toward your goal. It will also encourage them to ask you how things are going, give you someone to celebrate with and someone to work through problems with when things don't seem to be going the way you had planned. Two heads are always better than one!

**BREAK YOUR GOALS DOWN INTO PHASES AND CELEBRATE MILESTONES ALONG THE WAY.** For the big goals like annual sales increases it is important to break them down into manageable numbers that you can reach on a monthly or weekly basis. If you hope to grow your business by twenty-five new clients in 2010 then you'll need to get at least two new clients per month. Though you may not hit that number every month, you may exceed it some months. Keeping track of your goals in this manner will keep you from dropping prices drastically to get twenty new clients in December as a last ditch effort to reach your goal.



**KEEP TRACK OF YOUR PROGRESS WEEKLY.** Remind yourself each week what you are working toward and how you plan on getting there. Review your progress and at the end of the week ask yourself, "What have I done to get closer to my goals this week?" If you get to the end of a week and can't think of anything then schedule some time to work on your goals and write down what you do so that when Friday rolls around you can see what you have accomplished. Don't forget to give yourself a pat on the back for a job well done.



It might sound like a bit of work, but only lottery winners get rich without work. Commit to your success and enjoy living your dreams. ✦

# Planning for GROWTH



**S**o we all know we have to have a plan, and we all plan to grow. The question is, how big to plan?

There are many schools of thought on this. The most common is to take your actual numbers from the prior year, and add 10%. There. Done. Easy. Right?

Yes, easy. But not the best for your business. At the other end of the spectrum, the exercise can also be frustrating, time-consuming and nerve-wracking. It can easily be over thought – one mathematical assumption piled on top of another until finally you've invested more time in making the plan than in executing it, and it's still just a guess.

Remember this - your plan serves two purposes: first, it is a guidepost. It should have some basis in past performance, in your best guess as to economic conditions, industry volume, and profitability. But second it is also a motivator. Your plan needs to stretch you and your organization.

Figure out what needs to happen to reach a stretch goal and you'll find solutions to problems that you thought were unsolvable. It's what makes entrepreneurs successful: that intangible ability to set a goal and then figure out how to get there. And it's what motivates every one of us – it's human nature to always strive to reach your goal.

Now, that said, keep your plan a stretch goal, not a snap and break goal. A good way to go at it for an initial pass:

- Start with your 2008 actuals and your latest estimate for 2009.
- Ask yourself where you want your business to be in 2015 and what would have to happen in 2010 and 2013 to get there (just topline numbers – sales, margin, overhead, etc).
- Take a look at the big areas that would hold you back (staffing, equipment, real estate, pricing, competitors, etc).
- Focus on those areas and think about viable solutions – not anything detailed, just whether or not you could solve some of those issues in a realistic fashion.
- Put a stake in the ground. Commit to a topline sales number and a bottom line profit number.
- Then figure out how to get there from here – at first for the year, then by month.

And then...this is the scary part...go public. Let others in the company know the plan. Show them that it's a stretch, but it's doable. Ask for their help and input. Going public means that you've made a public commitment which will serve as its own motivator for you, but more than that it puts your best resources behind you. You'd be surprised at how other people will help you solve the unsolvable problems of the past.

So stretch...it's good for you. ✨

*By Michelle Soyars,  
CCO, MediaFit, Inc*



## Sponsorship: Your 2010 Secret Weapon?

*By Michelle Soyars,  
CCO, MediaFit, Inc*

Every plan needs a secret weapon, right? You know, that one thing that you may never have tried before, that you're secretly really excited about because you think it might be both fun and rewarding at the same time?

Well, consider sponsorship. The world of sponsorship has come a long way, baby. And companies large and small are finding innovative and business-building ways to leverage them every day.

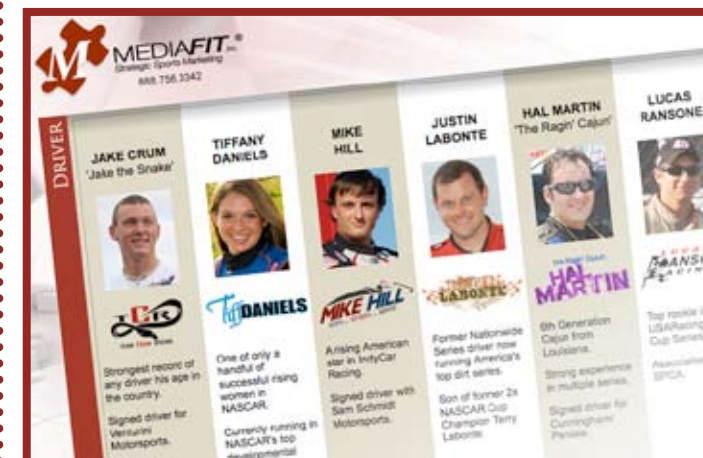
It's not just about giving the little league team t-shirts with your logo on the back, putting up a sign at the local 5k or plopping your company on the hood of a stock car. Those activities are merely the means to a much bigger end. Even a small sponsorship can make a big difference, if you know what to do with it. Consider this:

The donation you make for t-shirts for the little league team? Tie it to a sampling opportunity with the players or school. Have the team out to your business to celebrate the end of the season – and invite the media to attend. Put the team on your website and create a blog where relatives can post pictures and talk about the latest game. Use Twitter so that everyone who's following the team can follow your business along with them. The opportunities are endless, simple and inexpensive - not to mention beneficial to the community.

That logo on the hood of a stock car? Even an inexpensive local sponsorship can be executed to look like a Sprint Cup deal. Just because the car runs a short track doesn't mean you can't do show

car appearances in other markets, make and sell your own race team gear, heck - even make a big cardboard driver cut-out for your store locations. Re-sell or even give the space to one of your important clients or suppliers. Promotions at these smaller grassroots tracks for some can be tremendous – and usually can be had for just a few hundred dollars. And on top of that, you get treated like a king at all the races. Bonus.

So think strategically about sponsorship, but do it now – it could just be your secret weapon for next year. ✨



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<http://drivershub.mediafit.net>

# Setting Your Course and Focusing on Your Destination.

**W**hen I graduated from college, I rewarded myself with a painting by Thomas Kinkade. The artwork that I chose features a small ship traveling through treacherous waters; faintly, you can just make out the ship's name – "Faith" as the boat appears to be reaching a smoother spot of water while the sun begins to barely peak through the dark clouds. Appropriately, the painting is called Perseverance.

As a small business owner and entrepreneur, I can think of no better symbol to have given myself. Perseverance is fundamental to a small business' survival.

Likely the greatest entrepreneur of all-time, Thomas Edison said: "Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." Edison went on to found 14 companies, including General Electric, one of largest and most successful companies in the world.

In order to define success, we must identify what our true destination is and create a general plan for how we see ourselves achieving success. For most, this destination comes in the form of goal setting. Personally, I have created broad goals and most of my specific goals fall under these generic objectives. Destinations

get murky when you have too many targets, so I limit myself to two overarching goals:

1. *Everyday, I want to do at least one thing that makes those around me proud.*
2. *I want to make the world a better place for my daughter and her generation.*

These goals are not typical; I am not aiming to be typical. Success for me is defined differently than most. However, what is most important lies in understanding what success is and then finding the motivation, focus, and determination to reach it.

As an entrepreneur, once you set your goal and jump the hurdle of starting your own business, it all comes down to focus and perseverance. When you think you are ready for whatever may be thrown at you, something flies in from somewhere that you would never have expected. Those who are successful learn how to duck and dodge while continuing to step forward. It is the constant attempts at moving forward that are most important. These obstacles can come in countless forms – financial troubles, naysayers and doubters, natural disasters, lost customers, and so much more. Regardless of the challenge, we must persevere.

Thomas Edison's teachers thought he was confused, not understanding his brilliance. His mother saw things differently and began homeschooling him after only 3 months in school.

Believing in yourself and your ability to reach your destination will remain the key to perseverance. Additionally, it helps to have a few cheerleaders around you that can climb aboard and pick you up on days when things seem truly insurmountable. Keep a positive spirit and surround yourself with others who also believe in accomplishing the impossible. When you focus on your destination, you begin to tune out the obstacles while somehow finding a way to resolve them in the process.

When looking at my painting, you will either first notice the choppy, treacherous sea or the sun breaking through the clouds. Similarly, in our careers, we make a choice – let the obstacles distract and throw us off course or focus on our destination and achieve success. ✪



# Planning a Perfect 10 for 2010

**H**ow often do we hear "that's perfect"? It is a common expression that we use, however, I would guess that it is said without much in-depth thought. Planning in today's environment can be very elusive; we talk about what's on our calendar for the coming week or several weeks, but do we really have a business model for today's business world? If you talk with most entrepreneurs they have a "vision" which to them is their business plan.

Remember Colonel Sanders who started KFC? When compared to the way the current chain operates, I doubt if the good Colonel really had a business plan other than to sell as many franchises as possible and make up for any loose ends with volume. Today's Yum Brands which owns KFC, projects long term for almost any thing you can think of relative to their business plan. In marketing and advertising, we live in a fast changing and diverse market place. With recessionary times such as we are experiencing now, planning can be like trying to walk across a slippery slope. The key in today's business environment is to be flexible.

You can still put forth a business plan, but much like the changes that take place in a football game, be ready for the unexpected where momentum can change suddenly. Good football coaches put forth a solid game plan until the game gets underway when things may change quickly, it is at that point when the better coaches distinguish themselves by having included contingencies into their seemingly solid plan.

This plan serves two purposes, first it allows the coach to communicate clearly with his team about what he expects from them. Secondly, it allows his team to see his

vision and work with him to get there. Of course the best laid plans of mice and men often go awry; and for that reason contingency plans are always a necessity. How many teams do you know that only have one quarterback? Obviously, since there is a risk of injury to the main quarterback, the coach has to train a good back up.

Do you have a business plan? Is it in your head or do you actually put one on paper? Many small company owners have it in their head, and there are others that actually sit down and make out their business plan for their next business year. We all know it to be true that writing down and sharing our plans with others helps us to commit to the highest level of success and doesn't allow us to settle for less than the best.

Can you put together a perfect plan for your business? Probably not, but by striving to achieve your annual goals you get closer to your long term goals. Of course, most important is that you have a plan that you can use to reach your goals. ✪

