5 Deadly Business Sins to avoid

Sin # 1: No Economic Engine

• Misalignment of

Sin # 2: Marketing Only

Different Products/Services

Different Market

Same Market

Same Products/Services

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5 Deadly Business Sins to avoid

Sin # 3: Lack of Profits

- Factor
- Indicator

Sin # 4: No of each producing Employee

- On

Sin # 5: Unable to the “Know How”

Maximize Property

To receive free resources, please email Chia-Li Chien at jolly@chialichien.com with the followings:

- Subject line: 5 deadly biz sins to avoid free resources
- 5 deadly biz sins to avoid Article Link
- Sample Company Wealth Map Link
- Sample 1-Year Growth Action Plan (1GAP) Link
- Yes, Please sign me up for the monthly value growth tips newsletter
Does your business struggle to grow consistently?

To achieve top business performance, you must have a system and foundation to help you grow – not just in revenue – but also in ROI – back to you, the business owner. What you need goes beyond a business plan. You need a business plan of action!

The Value Growth Institute Training will offer a special one-day class called PROFITS MATTER®, a 1-Year Growth Action Plan (1GAP) for your business throughout the next year.

Go to [http://valuegrowthinstitute.com](http://valuegrowthinstitute.com) to register, dates and details.

Regardless of the strategies you currently have in place ... regardless of the results you are currently getting ... the skills you will gain in 1GAP can immediately boost your business performance!

If you want your business to reach full value potential in a systematic, organized method, if you are interested in creating business value that transforms your world, then this class is for you.

Our recent research and polling of business owners revealed –

- The majority struggle to reach a desirable growth income in their businesses.
- Many are overwhelmed by trying to juggle owning AND working in their business.
- Most are puzzled as to why, despite all the work, there is very little cash in their business bank accounts.

1GAP will help you stay focused and improve your business performance and ROI. We’ll show you how to stay on track with your annual business plan and reach desired goals, while learning to stay flexible and make adjustments as you progress.

You will take away:

- Running your business based on a solid business model.
- Attracting the right prospects through the right market makers.
- Focusing on the numbers that matter to you and your team.
- Discovering ways to monitor progress toward your value goals.
- Growing your business in value and revenue.
Don’t miss out – space is limited!

Learn the best practices of building a true foundation for value by creating the right business model, pull marketing, predictable profits and methods for monitoring, as well as how to delegate team responsibilities and perfect your time management.

What to expect at PROFITS MATTER® 1-Year Growth Action Plan (1GAP) one-day class:

Class Agenda

- Introduction to instructor Chia-Li Chien, author of “Show Me the Money” and columnist for WomenEntrepreneur.com and Fox Business online.
- Attendee introduction and overview of class material.
- Business Summary: business model, mission and description.
- Identify types of services and pricing.
- Create annual sales projections.
- Identify market makers and create marketing calendar.
- Team responsibilities.
- Workweek schedule – time management.
- Operating expenses; fixed and variable.
- Cash flow projection.
- Profit and loss status.
- CSF and KPI.

“I have attended many seminars and events in my career and this event contained tools and ideas that I could put to use immediately! Thanks for making it time well spent which will impact my bottom line!”

Paula Guifoyle, Speaker and Life Coach, www.claimyourbestlife.com

Invest in your business and and boost your revenue NOW. So bring your laptop, be ready to work in Microsoft Excel™ and get ready for 1GAP to transform your business!

Register at http://valuegrowthinstitute.com today!

Chia-Li Chien, CFP®, CRPC, PMP; helps women entrepreneurs in creating business value that transforms their world. She is the Award-Winning author of Show Me The Money and columnist for WomenEntrepreneur.com & Fox Business online. She is available for consulting, speaking engagements and workshops. Email her directly at jolly@chialichien.com.

Value Growth Institute
Creating business value that transforms your world.
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Twelve common mistakes to avoid when presenting to investors

I recently had the opportunity to be a mentor, deal screener and speaker for the 4th annual Angle Capital Summit. Although there were specific things to look for as a deal screener on behalf of the investors, I couldn’t help but to reflect on an article I recently wrote about G.U.P, as well as some of the material in my book Show Me The Money.

Many of the applicants at the Summit looking for funding had very little training in how to prepare a presentation for investors. Most had some type of business plan to start with, but some did not even have an executive summary. If you’re serious about your business, you must be prepared.

So what does an investor look for? Although I acted as a deal screener, I don’t necessarily have any interest in investing in a company I work with, but I do certainly have an interest in seeing that company succeed. As I’ve worked with clients over the years, there are many things we purposely put in place. Owners have to create a win-win situation for themselves and investors. You, as the owner, as well as the investors, are taking a risk on your ideas.

Here are twelve common mistakes to avoid as you prepare your investor presentation:

1. **Having no clear business model.** Only one out of ten deals I reviewed had a solid business model. There are three components of a business model: 1) Owner’s passion and business purpose; ideally equaling what the customer is willing to pay you. 2) Core competency of key processes and key resources. 3) Economic engine or profit formula, which includes a plan for diversifying revenue sources.

2. **Not the right time** to introduce your idea to the market. Some ideas I saw at the Summit were frankly out of date. If you want to introduce an old idea, make sure to innovate or create a mash-up compelling enough to repack the idea for presentation.

3. **Not the right place** to introduce your idea to the market. Did you do enough market research to present your case? How credible is your source of market research?

4. **Not having the right team of people** to implement your idea. Most companies I reviewed are weak on implementation, meaning they were short on resources to implement their ideas. Resources include vendors, and most likely a team of other professionals. Identify them properly.

5. **Not planning to work in and run the business.** I’ve seen, over the years, that some people just want the title without the work of the start-up. Well, that’s a good strategy for an exit plan, but at least at the beginning, you must be an integral part of your business, which will help you in the future to know how to react quickly to market changes.

6. **Entering without 10,000 hours of industry experience.** Most of the deals I explored at the Summit were from people who did not have actual industry experience. According to research reported in Malcolm Gladwell’s “Outliers,” you need about 10,000 hours of experience in the industry of your business idea. If you personally don’t have it, have someone on your team who does.

7. **Not willing to put your own money into this business.** Instead, you only seek ways to use other people’s money. You must invest some of your own “skins” in the game. You can’t expect only to use other people’s hard earned money.

8. **Having no specific go-to-market plan and not considering pull marketing strategy.** I consistently see this as a huge problem in investor/business deals. Most people talk about their plan, but fail to be specific on how they will take their products or services into the market. I have seen very few businesses looking for an investor who talk about pull marketing strategy. Both your investors and you need to know **how** are you going to introduce your products or services into your market.
9. **Having no specific profit formula and no predictable profits** in the next twelve to eighteen months. One of the deals I screened had a nice projection of the next twelve months, which was detailed to the point of showing the return on investment for their investors. Although it’s just a projection, you should know your goals before you start. Otherwise, you may find yourself everywhere and nowhere at the same time.

10. **Having no plan for the key management team.** Obviously, most owners think that they are the key management team. But one of the most important business value drivers indicates you must have a key management team in place so that the company will function with you, the owner, in it. You may not need it today, but have a plan to use in the future.

11. **Having no plan to capture and maximize your intellectual property.** How do you capture your ideas? For the most part, owners think it’s about trademark registration or copyrighting. Those steps are a part, but it is also your processes that must be documented. Your processes make a huge difference and give you a competitive advantage, so plan to capture them and create even more value in your business.

12. **Not telling the investors how they will capitalize on an investment in your company.** For the most part, when you ask for funding, it is about selling them your idea. So let your investors know “what’s in for them.” Share with investors how are you going to make money for them.

Not everything has to be perfect in order to find funding, but nevertheless, put your best effort forward to show you are serious about making your business idea work. No one will know you are serious about succeeding until you have a complete plan. The amount of work, research, and thought you put into an entire business plan will speak louder than just a one page executive summary.

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