

THE FOUR PILLARS OF BUSINESS SUCCESS



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FOREWORD

Thank you for requesting a copy “**The Four Pillars of Business Success**” book. I am thrilled to provide it to you and know you will find good information and value within it.



In the current state of our economy we are watching businesses close around us. Many are BIG business and at the same time many are small businesses. Small business is at the heart of the world economy, but many business owners don't take the steps that they need to take to build their business in a way that is sustainable over the long haul. Each year thousands of businesses start and almost as many close. Many businesses are funded using credit cards, savings, home equity loans and the like. We hear statistics like: “most small businesses don't survive more than a year”; or “the majority of small businesses won't make it past year five”.

This book is designed to give you some tools and keys for success, so that you do more than survive. The real goal is to thrive. Small business is going to be the answer to the global economy crisis. It is the small businesses that are going to really get the world working again.

To be successful in business you must have a clear and compelling vision, powerful strategies and an effective plan. Without these in place you are likely to join the ranks of those who fail, and yet you don't have to. I know that small businesses can thrive and rebuild the world economy. I have witnessed the simplest of businesses rebuild small villages, with the simple gift of chickens. With business knowledge you can build a thriving business.





Once you have had a chance to read the book please—join me for a complimentary tele-class. I want you to learn all that you can so that the road to your success is simple. I'm sure you've heard that from many before me. There's no way for me to convince you that my book or my programs are the right ones for you, I can only invite you to join me on your journey. I know I can be of assistance to you.

Enjoy the book! I look forward to talking with you real soon.

Donna L. Price





THE FOUR PILLARS OF BUSINESS SUCCESS

THE FOUNDATION

A LIFE WELL LIVED

PILLAR #1: VISION IS ESSENTIAL

CLEAR AND FOCUSED STRATEGY

**IMPLEMENTATION AND FOLLOW THROUGH: WITHOUT
THERE IS NOTHING**

PILLAR # 2: FOCUSED AND PLANNED MARKETING

AN EFFECTIVE WEB PRESENCE

PILLAR# 3: SMOOTH AND EFFICIENT OPERATIONS

A GOOD FINANCIAL PLAN: KNOW YOUR NUMBERS

PILLAR #4: GREAT SERVICE: CREATING YOUR WOW! FACTOR





THE FOUNDATION

There are **Four Pillars** of business success and they are built on a strong foundation of personal health and wellness – balance. In creating a business you have the opportunity to create it with intention, with purpose and with passion. You are the designer of your life and your business. It is with this concept in mind that I encourage you to move forward. When you build a business with intention you have control. You can decide what it looks like and how it fits into your life and your desired lifestyle.



Often a business is developed without the foundation firmly in place.

What are the components that you need:

- A commitment with yourself to include leisure and play in your plan
 - In my strategic plan I always include a role for taking care of me – I divide my plan up into different roles. The “me” role is about taking time off, playing on a regular basis, eating well and exercising. For me this looks like time running, cycling, reading, travelling and reading. I also have a separate area for family so the “me” area is all about me. It is an area that we often neglect as we are busy taking care of everything else. But it is so important to take care of yourself in order to be really successful. What happens when you don’t have a good plan for wellness? You burn yourself out! You increase your level of stress and illness.
- Time for leisure and play in your plan
- Reconnection with activities that you love and rejuvenate you.





When you incorporate a wellness plan as part of your business strategy you are more likely to be successful. Stressed out business owners do not achieve as much. I don't know about you but I want to have fun and I don't want to be consumed by my business. In fact, my goal is to work less and less.





PILLARS AND KEYS

There are key components that I have seen that are vital to the success of your business. These are components that I have worked on in my own business and ones that I work with clients on. Throughout this process I have realized that these are the essential elements: a combination of strong pillars and essential keys, build your success.



PILLAR #1: VISION IS ESSENTIAL

Vision is essential. It is foundational to your business and to your business success. When you have a compelling vision it draws you into the future. When we look at greatness in the world and around us, it started with a vision:

- Landing on the moon
- The Pyramids
- The Empire State Building

*DO YOU HAVE A CLEAR AND COMPELLING VISION?
HAVE YOU LOST SIGHT OF YOUR VISION?*

Every business owner most likely started off with some sort of vision. But, did you develop a vision statement or vision story that you keep working on, developing and creating. I work with business owners to create a clear and compelling vision that acts like a magnet, pulling you into the future.

Spend time today remembering your initial vision or your current vision. Write it down and add detail – who, what, where, when, why, how.... Write it in the present tense, “as if....”, it is happening now. And start with your ideal lifestyle. Remember you are creating the ideal and you are creating with intention. There is no need to create a monster or a business that doesn’t fit into your life and your lifestyle. Start with the end in mind and let that be your life, the life you desire.





Vision is essential.

At an even deeper level is the core purpose of the company or organization. Are you clear what your core purpose is? Some organizations have lost their focus on their core purpose. For example, a non profit organization that was nearly 100 years old, whose core purpose was camping for urban youth, but along the way found that it was serving more private school youth than urban youth.

The focus had shifted. When this happens it's important to revisit the purpose and explore if the shift is a good shift or an unintended one that occurred because of distractions, changes in the market, staff. What caused the shift? And what does the organization want the vision to be?



← KEY: CLEAR AND FOCUSED STRATEGY.

With most of my clients we focus on strategy. I believe having a clear plan that is workable and in front of you will assist you in moving forward.

Having a clear plan that outlines your strategy for the upcoming year is essential to moving it all forward. Create a plan that looks at your whole organization. Learn techniques to involve others in the process, gain input and insight. If it's just you, create a plan that incorporates all of your different hats. If you are a one person business you wear many hats: marketing; CEO; service provider; customer relations; and more.... Strategies need to be focused within the different positions or departments and then intentionally moved forward through a process of weekly and monthly steps taken forward.

Setting priority goals that are measurable, specific and attainable creates a plan that you can stay focused on throughout the year. I see this as very valuable for clients. It is also important to build in accountability.

In the beginning of this book I talked about vision. Vision is essential. Well, vision without action or strategy is just a daydream. It is through effective planning that you move that vision forward. Dreams don't just happen. No the law of attraction won't just pull a dream towards





you if you don't take actions. It is through your strategic action plans that you move your business to the heights you want.



← KEY: IMPLEMENTATION

Implementation is where people fall short. They have great ideas, great plans and just fail to implement. Learning an effective management technique for implementation is key to build a business that is thriving. You can maintain the status quo but you are here to grow and thrive. Take your business to new levels. It is through all of these steps that you get there. But a great marketing plan is nothing without implementation. It is true for each area of this book. If you don't implement, you don't succeed. How many goals have you started working on only to fail in the implementation? You start off enthusiastic and committed and then it happens, your motivation wavers, you get distracted. When you are a small business or a solo shop it is hard to do it all yourself, to maintain a high level of motivation and follow through. What is your implementation plan?

How do you maintain motivation over the long haul? I talked with a prospect once that was frustrated that things weren't happening for her. She said she had written the vision story down and done a vision board and still she didn't have the things she was wishing for. Well, there is the difference; it was a wish board not a vision board. Vision happens with action. When I asked her what she was DOING to make the vision happen, she said visualizing. Visualization is great. I believe in it and practice it myself BUT it is NOT the only action you take. You must have an implementation plan that is based on your vision and strategic plan.





PILLAR #2: FOCUSED AND PLANNED MARKETING

Focus on marketing another key to success in business. Many business owners went into business to “do the business” and didn’t realize they had to market and sell. I didn’t realize it either. I just wanted to work with groups and teams, do training and then I found I had to build the business. I have called my marketing hat—business builder and it is the focus of my entire business. It is what I do in my own business but it is also my core purpose with my clients. I am a business builder. I work constantly and consistently to build my business and to help my clients to build theirs.

Marketing is a big undertaking. It encompasses so many different things. All in all, it comes down to more clients. Do you need more clients? Using different approaches to marketing – networking, marketing funnels, information marketing, creating free products/free reports to generate leads and build your database are each ways to attract new clients. In creating an effective strategy for generating leads you know you will have a steady stream of incoming leads. BUT, then you need an effective approach to converting those leads into clients. What lead generating strategies do you use?

- Networking
- Business Expo’s or Fairs or Trade Shows
- Website
- Direct Mail
- Tele-Seminar
- Newsletter
- Online Networking and Forums
- Public Relations
- Joint Ventures
- Advertising
- Google Ads
- Public Speaking
- Special Events
- Databases





- Government Records
- Articles
- Referrals

Each of these strategies can bring leads into your business. Which strategies are right for you and your business? Which ones can you do well? In putting together your lead generation strategies these are two important questions.

You can master many of these as they aren't all happening at the same time, BUT, whatever ones you choose you must also build an effective follow-up strategy. This is where many business owners fall short. They just don't follow-up. In fact, this has been one of my challenges. There are many things that happen for us in following up with other people. Building a system that touches people over and over again in different ways, helps to build your credibility and reputation. You are building a relationship. It can't just be a newsletter. It has to be a multiple touch system. You know that you don't engage in business with someone that you have just met. It takes a relationship and that takes time. You don't want people to fall through the cracks in the process because they might have been one of your best customers.

Develop a clear plan that outlines each marketing activity and how you will accomplish it and track it. You decide: which are the right approaches for you.

Other aspects of marketing are Public Relations. Press Releases are a key to any marketing campaign. We all love free press. An effective press release can give you great local coverage and great national coverage. It can also help your website rankings.



➔ **KEY: AN EFFECTIVE WEB PRESENCE**

As a business owner you must have a web presence. There are different types of websites that you can choose based upon what your goals are and what you are trying to achieve with that website. The different types of sites that I use are:





Squeeze page – this is a one page site that I send people to for my newsletter sign up.

<http://www.BuildYourBusinessSuccessNow.com>

Sales Letter – this is also a one function site that's sole purpose is to sell a product or program.

<http://www.Bizology.Biz>

<http://www.EntrepreneursMarketingMentor.com>

I use a program called Sales Letter Generator to create my sales pages, then I edit them in Front Page. You could also use another html editor. The sales letter generator creates an effective layout that has been proven time and again to work in selling on the Internet.

Branding Site—this is a comprehensive site that has a lot of information about me and my business.

<http://www.CompassRoseConsulting.com>

<http://www.DonnaPriceSpeaks.com>

You can create your own branding site or hire a web designer. If you are just starting out there are some low cost ways to build a branding site. You need to have a web presence in this day and age. A branding site gives you an online brochure.

Each site has its own purpose and each site has the ability for data collection. This is a strategy that many people miss. They work to get ranked high in Google but then when people visit their site they come and go without ever leaving information with you. When someone visits your site, you want their name and email address at least. This gives you the ability to market to them or be in touch with them again and again; to build a rapport and a relationship. Your visitor may have loved your info and your site, but later can't remember who you were, they just remember that they visited a great site, but, whose was it?? You want to be able to build a relationship with them over time and keep them coming back to your site.





In setting up your web presence you want to make sure that you are doing so in the most effective way: the way that is going to drive business to you.

Once someone visits your site you need to be able to keep in touch with them. This is most easily achieved through a powerful email program called an auto responder. I am not talking here about your simple auto responder that you can set up when you are out of the office or on vacation. I am talking about a Smart Auto-Responder that can be pre-loaded with a series of emails to go out to someone interested in your service. A program that gives you the ability to send out e-zines and a program that helps you to build relationships.

If you are a service provider a website becomes an information portal. Is your business geographically based? Does it have to be? Are there ways you can build relationships over the Internet? Did you know that you can easily build meaningful relationships over the Internet? There are people that have met on-line and done business, sometimes for years, and yet have never met in person.

The key to your Internet strategy is to share valuable information on the internet. Provide value on your website, offer free resources or articles. I use an e-zine as a key part of my keep in touch marketing. When I meet people at a meeting they remember me because of my e-zine. Most people that have been on my list were people I met directly. Recently, I saw a contact that I had met 9 months prior. I re-introduced myself and he remembered our first meeting and recognized the name of my company and said – Oh I get your e-zine, I read it, now I understand more of what you do.” So, he has moved from a contact to a prospect. The e-zine helped to move that forward. It’s also not the first time this has happened.

There are many options out there for this type of program. We will review the different types and what you need to look for in purchasing this service. Using a professional auto-responder helps your business maintain its integrity and comply with the Can-Spam laws.





PILLAR #3: SMOOTH & EFFICIENT OPERATIONS.

Creating systems that work and writing operational plans for your business provide you and your staff with a consistent framework to provide excellent service to your clients and customers.

Are you a one person shop or very small business and feel like I/we don't need operational procedures that are written and documented? Well, you do, you need to create a plan for operating for a couple of reasons – 1) you might expand and hire other staff that need to be clear on how your company works; 2) if you can't work for some reason, and others take over, you want them to continue to do your business in the way that works and is your company's way of doing business.



↪ KEY TO SUCCESS: FINANCES: CREATING OPERATIONAL SYSTEMS

What are three operations you have in your business? Write down the steps to complete one of those, the way that you want it done. When you have an operational plan or policy and procedure you have a format for training new staff, for setting a standard and for developing your business beyond you. Policies also provide a framework for holding people accountable to the operations and to their job description.

Establishing policies and procedures for your company aids the overall operation of the business. You are able to delegate tasks because they are documented in your policy manual.



↪ KEY TO SUCCESS: FINANCES: CREATING OPERATIONAL BUDGETS WITH CLEAR TARGETS AND EXPENSES. Money, Money, Money...Money!!!

Does your company have an operating budget that outlines your projected





expenses and projected income for the upcoming year? Or do you just have an accountant that does your books and taxes at the end of the year. Budgets are a planning tool and an accountability tool. How do you live within the budget? Can a budget help you in planning your upcoming offerings? Your income budget might look great, but is it realistic? What are the categories that you should have? How do you track it all?

Building a strong business foundation is essential to your success. Vision, leadership, strategy, operations and finances, and effective communication systems all are foundational building blocks.

I know many business owners that have no plan financially. That was me too. I didn't track, I didn't plan. It really didn't fit with who I had been professionally. Reading financial reports has always been one of my strengths. To just ignore it was a mistake and created a BIG mess that has taken a long time to put back into order. Just like every other part of your business you need a financial plan as well as a system for tracking all of your expenses. Learn easy to use system for planning and tracking. Get Quickbooks or another program to track your money. This is one task I outsourced. Or at least part of it. I enter the money, make the deposits and all but I have a bookkeeper that checks my work, balances the checkbook and enters some expenses. It is a great relief and a great help.



PILLAR #4: GREAT SERVICE: CREATING YOUR WOW! FACTOR

A business without great service is a business doomed to fail. I recently heard about a deli in NYC that had horrid service. Their staff yelled at people, berated people and it had become a place that people went to because of the horrid service. Can you believe that people would want to be yelled at, given the wrong sandwich and drink and made fun of when it happened and they complained? I was dumbfounded. It is not a business model I would recommend. The businesses that I see succeed are the ones that **WOW** their clients,





customers and prospects. They over deliver and they do it well. They provide good follow up, politeness, friendliness and the service or product is top notch.

In your operation plan great service and your company style is one of the first operations you will need. How do you provide service in your business? What is the XXX way of doing business? This procedure is critical. It builds consistency across staff and builds your brand. People begin to talk about how you provided this, this and this... and they hear it over and over from different people. You might be thinking I'm a small business I don't need an operational plan, but you do! I put together an operation plan for my company because my vision was bigger than just me. But even when it was just me it helped me to be consistent and stay on my right path. I could say: "It's our policy..." When I grew and added staff I had policies that I could share with them.

Basically, the [Bizology.Biz – The Science of Building Thriving Businesses...](http://www.bizology.biz) (www.bizology.biz) is going to give your business a tune-up or an overhaul if you need it. We are going to spend some time in all of the critical areas that are general to business. Your whole business will be covered.

WHY IS THIS IMPORTANT??

Well, you are here because something is not going totally right in your business, now. Something brought you here as part of your search for the right solution. You will get a lot of good solid information for developing your business. You will get templates to use, resources to access and much more.

These approaches sound simple. It's all the pieces that you have to put in place that becomes the challenge. Through our [Bizology.Biz](http://www.bizology.biz) program I guide you through the process, step by step. You receive the comprehensive program in your postal mail box. The lessons are designed to move you into action in each pillar of success. You build your business effectiveness along the way. Each lesson includes a





workbook and usually an audio, with resources and action steps for you to take. Instead of being overwhelmed with information you are able to take step by step action.

The lessons include worksheets, templates, action plans and resource lists. In addition, you receive an audio to accompany the lesson. I don't just tell you about a marketing strategy I give you resources to use in carrying it out. I let you know books you should read, websites to visit and programs that are worth using. You just have to use the links to access them.

Building a successful business is like walking through a jungle. When you enter the jungle you can feel disoriented and confused. **I help you build your map and learn to read your compass so that you can navigate the jungle.** It is worth walking in the jungle as there are many exhilarating things in the jungle. Business ownership is exciting, rewarding and can provide you with much more than a job. But that paradise eludes many business owners. They get stuck in the jungle and can't find their way out. Don't be a failing business, become a thriving business. Let me help you put the pieces together.

All the best,

Donna L. Price

Donna Price

THE Business Success Coach

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Bizology – The Science of Building Thriving Businesses

[HTTP://WWW.BIZOLOGY.BIZ](http://www.bizology.biz)





ABOUT COMPASS ROSE CONSULTING, LLC AND BUSINESS SUCCESS COACH, DONNA PRICE

Donna Price, President and Founder of Compass Rose Consulting, is a sailor, kayaker, cyclist, mother, creator and dreamer. Author of **“Launching Your Dream,”** contributing author to **“101 Great Ways to Improve Your Life”** and the developer and author of the comprehensive business building system: **“Bizology.Biz: The Science of Building Thriving Businesses”**. Donna works with businesses and individuals to realize their dreams and live them instead of daydreaming. Donna is a personal and business coach providing extraordinary individual, group and training services.

Donna has 18+ years of management and leadership experience. Her training includes hands on management training, a Master’s in Recreation Administration and an intensive 72 day Outward Bound Leadership Expedition. Donna has 32 years of experience helping people identify and accomplish their goals. She has set her our on her own dreams, creating and completing a cross country bicycle tour. She has consistently created new paths and directions for her life based on her vision for a healthy and balanced life. Each achievement has started out as a dream and through a process of identification, living with intention, planning and action, dreams have been realized.

Using her own **Launching Your Dream** and **Bizology.Biz** processes Donna works with her clients to accelerate their success and produce the results they desire: ultimately, increasing the bottom line of their businesses. Compass Rose Consulting provides services to individuals, groups and organizational teams to develop plans for furthering their dreams and visions and improving their success. She uses her own experience of transition and values to guide her work with others, drawing her company values on her experience.

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