

*From the desk of*



Animals can teach us a lot.

Have you ever watched a dog spinning in circles trying to catch his own tail? Or a gerbil spinning on a wheel? While it makes for great exercise, it's worthless. Don't let this be you in your business.

As entrepreneurs or running a small business often, we think running a business is handing out business cards and waiting for the clients to come. We forget about the marketing piece: website, marketing materials, social media, newsletters, networking and so much more. We forget about business documentation: certifications, compliance, laws, and regulations. If you're in the boat of trying to find your way through it all without sinking – then you probably need a business consultant. If you're trying to make sense of it all – then you probably need a business coach.

I advise clients all the time to remember what your goal is for today. When we start businesses, we must set short- and long-term goals and always remember that something is better than nothing. Don't get down on yourself if you forgot to invest in a customer relationship management system to stay connected to your clients or perspective clients. Don't get down on yourself if you miss a networking event because you're focused on completing a goal. Allow yourself grace and if there's only one or two goals you accomplish in a day – reward yourself. But if you're still wanting to complete more goals in a day but only have so many hours to complete them – you probably need a business consultant. Outsourcing is beneficial for your business and may be something you didn't plan on, but it is worth it.

You cannot lose with a business consultant or coach and your business can only thrive and elevate with one. Invest in your business.