

# Make Money, Not a Mess

How you can avoid common business mistakes

*A joint presentation by:*

- Blair Douglas Associates Ltd.
- Eaton International Consulting Inc.
- Group Enterprise Inc.
- Sundorne Communications

# Introduction

- ❑ There are some things that new business owners get wrong almost every time.
- ❑ With a little careful planning and the right help up front, you can avoid them all.

# Agenda

5:30 Registration and coffee

5:45 Seminar presentation

6:30 Questions

Sponsor introduction

Business card draw

6:45 Networking activity

7:00 Food, discussion, and mingling

# Overview

- ❑ I Don't Have Time for *That* Right Now!
- ❑ Marketing is Just Advertising
- ❑ I Save Money if I Do it Myself
- ❑ I'm Worth Plenty (on Paper ... I *Think!*)

# I Don't Have Time for *That* Right Now!

- Plan, plan, and then make some plans...
  - There are always parts of the job that don't "pay".
  - You'll often undertake assignments that you *know* will be rushed at the end.
  - *Plan !*

# Marketing is Just Advertising

- ❑ Advertising is important, but it's not the only way you market your business.
- ❑ You don't need a big budget to think about marketing.
- ❑ Marketing happens whether you plan it or not:
  - Is your car clean? How are you dressed?
  - Is your office or store safe and comfortable?
  - Do you return telephone calls promptly?
  - How do you treat your customer's property?

# I Save Money if I Do it Myself

- Know when to pay someone else, and when to save your money.
  - The single best thing you can do for your business is tax planning.
  - Once you have a tax plan in hand, visit Canada Customs and Revenue Agency.
  - Seek out a lawyer who specializes in small business.

# I Save Money if I Do it Myself

*cont'd.*

- Most lawyers and accountants will give free quick answers throughout a paid year.
- Insurance agents and brokers give their advice for free. Ask for it!
- Build a reliable library of good reference material.
- Think very carefully about other expenditures, in the context of what is necessary to your business image.



# I'm Worth Plenty (on Paper... I think!)

- Guard your cash—it's the central power source of your business.
  - Keep costs tightly controlled.
  - Know your receivables.
  - Learn how to collect overdue accounts.
  - Manage your payables.
  - Learn how to manage your taxes.

# Resources

- ❑ Visit the library
- ❑ Start your own reference shelf:
  - “Make Sure it’s Deductible” *Evelyn Jacks*
  - “Business for Beginners” *Frances McGuckin*
- ❑ Join professional or trade organizations, attend their functions, and share your experiences
- ❑ Watch for our fall series of seminars

# On the Internet

- Small Business: Canada from *About.com*
  - <http://sbinfocanada.about.com>
- CCRA (Revenue Canada):
  - <http://www.ccra-adrc.gc.ca/menu-e.html>
- Calgary Business Information Centre:
  - <http://www.calgary-smallbusiness.com/english/index.htm>

# Thank You

*From:*

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