



Myths, Mistakes & Misconceptions in Small Businesses

By Gary Shine

Short Description of the Presentation:

We all learn from our mistakes, and each time we do, hopefully our business improve. But do we have to make all the mistakes that can be made just to make things better? This month, Gary Shine will help us learn form the mistakes of others. Gary has worked with small businesses across the country who have made mistakes common to many small business and he will share them with you.

Key Points:

You will learn:

- Not all our problems are money related. Many times that's the symptom.
- Taxes can be a bigger problem than you realize.
- Don't borrow money to pay yourself a salary.
- The perfect small business is a PO Box where people send money. Be careful spending money.
- What are your sacred cows?
- Don't evaluate your company on sales volume.
- Keeping good records is critical.
- Don't give "shoot-from-the-hip" quotes.
- Make sure you look at the customers' perspective. Don't loose customers and don't loose sleep over it.

Don't miss a single minute of this program. It can save your business!