

2017
POCKET
GUIDE

15
WAYS TO
REINVENT
YOUR
BUSINESS


nickpsaila

The only one constant throughout life is **CHANGE**. Change is continuous, we see it invert fabric of our being. Our entire molecular structure is adapting and changing according to the environment around us. We learn, we create & we change.

One minute we deal with heart ache, while the next brings us euphoria. Think...every single thing in this sphere called planet earth is always in flux. The ancient Egyptians had a symbol the Ouroboros, the snake eating it's tale, one of the fundamental principles of my book UPology. With this in mind it then makes perfect sense that business mimics life and in constant change.

It's evident once you really take a look at businesses that adapt to the changing environment and even more so the business owners that do not grasp and embrace change. The perfect example is film giant Kodak, they dominated the camera film industry for over 30 years literally without any sign of worry from their competitors. that is until along came a spider Apple Inc. that changed the way people take photo's and the change to digital being the next wave pushing humanity along at a rapid pace. Who would have thought that phones would replace traditional camera's in such a short timeline. Tesla headed up by Elon Musk are today demonstrating the same change principles in the electric car space. Now, it's not all doom and gloom - actually it's exciting that business has got the ability to be malleable (especially small business) and that with a few tweaks you'll be on track to ensure longevity and security within your niche.

The toughest thing about re inventing or UPgrading your business is coming to the realisation that you need to change and actually going

ahead with the decision. By the way I completely understand the difficulties that lie with change...It's retooling without the guarantee of work, it's letting go of what you know to embark into the great ocean. However, change is already a part of your nature, the reason many of us fail to change is due to fear or using a more acceptable word procrastination.

So if you're ready to reinvent your business and want a guideline then the following 15 key principles to change will as Dr Wayne Dyer shared help you

“Change the way that you look at things so the things that you've been looking at begin to change”

If you're printing, write on me or if you're using me on the computer, please type!





STRATEGIC THINKING 1

Most so called “guru's” say that positive thinking is the answer to feeling better and attracting to yourself everything you want in your life. I beg to differ.

When you first start in business you were clear about what you wanted, passionate about the possibility and you worked hard to get to the objective. So instead of positive thinking let's reinvent the way we do think by using strategic thinking. The difference...get clear about what it is you want exactly.

For example “a \$1Million dollar turnover within 12 months rather than I want more money in the next 12 months” - see the difference? Still the act of thinking, one is simply more on point.

TASK #1

- Write down 3 major objectives you want to achieve over the next 90 - 365 Days and start by writing down everything you see, feel and hear at the end date. (dependant on the timeline you set for your objective)
- Set 3 or 4 check points along the way - some indicators to tell you that you're on track (similar to a GPS) readjust your thinking according to your indicators.





REMOVAL OF FEAR 2

Out of all the challenges business owners face the biggest producer of failure is fear. It doesn't matter how much strategic thinking, business planning, marketing models that you may have, the inability to deal with fear is the root cause of failure. I know it's not easy to deal with fear, it feels so real doesn't it?

Let's break it down.

I believe that fear is simply not having enough proof or data and the inability to make a decision (which triggers the fear response in the body) and that's pretty much it. If you had all the data you need and made a decision (knowing that there is a higher probability of success than failure) then fear could not take hold.

Let's take extreme sports people or special forces as an example. Logically what they do doesn't really make sense right? Except they make decisions based on data. They are very much strategic thinking based. i.e. objective focused or what is it that we need to achieve from making this decision?

The key to remember is not making a decision based on 100% certainty.

From experience I can tell you that many, many decisions that I thought were a "sure thing" have ended up needing course corrections.

TASK #2

Here is how to lower your fear factor:

- Get super clear about your outcome and get it down on paper to view it again and again.
- Before acting - gather all the data and facts you need to make a logical decision.
- Be OK with the knowledge that nothing is guaranteed 100%
- Prepare for plan b, plan c, plan d.



DATA DOESN'T LIE 3

I used to cringe at the sign of any type of figures in business other than the bank balance and even that was fought with caution (especially when it was negative) now I have a secret love affair with them in sales, marketing and finances. You see everything tells you a story.

- Having poor cash flow tells me about your sales flow, marketing conversion and possibly your inability to manage money.
- Marketing metrics tell me about your message, your target audience and anything from advertising through to conversion be it online and or offline.
- Sales metrics tell me about your sales process, timeline and whether or not you have “pre positioned” your prospect to be ready to buy from you.

Well you get the deal. DATA DOESN'T LIE. Getting clear and understanding how to interpret the data is critical.

TASK #3

- Break down the most important metrics in your business first
- Get together with an expert in that field that already understands how to read metrics (My team actually teaches this in our coaching programs)
- Graph or Dashboard where possible for a clearer picture and pattern recognition (this is where the data does showing recurring patterns)
- Most importantly ensure that the data “in” is accurate, sloppy data produces sloppy information that leads to inaccurate action.





4 MAP IS NOT THE TERRAIN

Now I know I said that data doesn't lie I need to add more to the point. Even with all the data, there are many other factors that need to be considered. Factors that also are as important as the data itself.

Here's an example: One of the arms of my business is touring and doing live shows. I remember making a decision to go to inner NSW to a town called Wagga Wagga to be exact. Even though the population data and internal marketing research showed the town as less favourable compared to some of the larger cities I made an executive decision to tour there.

I not only looked at logic but also listened to intuition (gut feeling) and went for it. Needless to say it was a great decision that led to on boarding some of my best clients to date.

Sometimes you need to look at all the data and just get amongst it. Touching and feeling or experiencing the terrain can tell you a thousand times more information than simply the map or the data. Combining both data and experience with gut feeling is having the best of both world on your side.

TASK #4

- Get all the data required for the first step and think of it like a rocket launch checklist. i.e Finances go, no go: Marketing metrics go, no go etc
- Ensure the map is inline with your business vision. This allows your decision making to be more accurate. Think of it as an easier way to make a decision as "all roads should lead to Rome so to speak"





5 RECALIBRATE YOUR VISION

This is a major sticking point for many business owners. They set out with a particular outcome in mind and regardless of what the data, the map, the terrain and the reality show they simply continue on the path to oblivion.

Now that's OK if you want to end up in disaster however definitely detrimental to your business and personal health.

Remember the vision for your business is exactly that...a vision. The ideal outcome and in many, many cases is exactly what you get to achieve. Though is also the reason why business owners fail to get the outcome they are after is due to the fact that instead of "incremental improvements/changes" they end up taking drastic measures that lead to catastrophic outcome.

If you are clear about your outcome and have a solid plan in place taking action before it's too late is the key here. The saying "prevention is better than the cure" runs true here.

TASK #5

Here's what you need to be aware of:

- Constant feedback and clear vision are imperative. i.e if you can see it clearly you are already halfway there
- Write it down and be confident to be able to teach it
- The more depth around it the more it has roots to really take hold





GOAL REVERSE MAPPING 6

I really believe that goal setting is useless unless it is done correctly. It's super easy to set a goal - put pen to paper and bask in your brilliance, but the hard part is working on the goal to make it happen. There are so many factors working against you with goals some of which are in your control and some are not. The key is to have a clear strategy or plan that you can follow and most importantly test and adjust as needed along the journey.

Here's a little tip: **If you can record it you can edit it accordingly and sometimes "old school" is the only school.**

Download the Goal Metric sheet here

Now here is the basic construct.

1. You want to start with a really clear objective in mind. I mean the exact thing you want to achieve from the goal itself.
2. Think as if you have already achieved the result
3. Download the template above
4. Look back to now and start to record all the possible obstacles that can come up for you so you can begin to plan to get these taken care of
5. Begin to timeline the tasks.i.e get X task done by this particular time
6. Check and re check on a regular basis
7. Edit accordingly making sure you keep your eye on the ball





COMPETITOR DIGITAL ANALYSIS 7

Today the environment is completely integrated with this thing called the internet and regardless of whether you're into it or not if you're in business you have to have a handle on it.

Your competitor is exactly in the same boat. Let me be clear here you shouldn't spend all your spare time worrying about every little thing that the competitor is doing however it is ultra important to understand the playing field. The reason why you want to understand what the competitor is doing online is today it's the first port of call. The majority of your clients in some way, shape or form look at you digitally and they are also looking at your competitors in the same way so it make sense that you spend some time gathering data that will help you position your business.

TASK #7

Here are 5 keys to uncover:

1. Who's leading the pack/who's doing it well?
2. Where are they finding their customers?
3. What's their brand story, how are they positioned in the market?
4. What could be done better?
5. How do you create a unique edge for your business?



DIGITAL FOOTPRINT PLANNING 8

Everything today in business is public.

Gone are the days where you used to be the director that very little was known about. You're on some level of display pretty much at all times. Think about it for a second. Every time you as a consumer wants to buy be it a car or a pair of glasses usually online is your first port of call. The business card is almost a thing of the past.

So as a business owner it's super important to really consider your digital footprint and planning what it looks like, content that your require and what the overall objective is, are all super important.

If you are selling a quality product you need to be able to establish the look and feel of quality in your digital footprint or else for the end consumer you give out a mixed message. Here's an example: I have come across many business owners trying to look professional and then they hand me a business card made by "Vistaprint". You're advertising someone elses brand on your cards! Basically telling everyone you got them cheap or for free... What do you think that does for your credibility? The same goes with not having a Facebook page, completed LinkedIn profile or sporting a DIY WIX website.

Will it do the job? Maybe - but I'm not sure about how good your digital footprint will look to potential prospects and customers. Remember this is the outward facing digital "shopfront" they see long before the do business with you.

TASK #8

Critical must haves for your footprint

- Professionally built site with a lead magnet/ irresistible offer (that's mobile responsive!)
- LinkedIn profile completed and regularly updated
- Content to show your expertise and credibility within your industry
- Business Facebook page





9 STORY TELLING

Today your consumer is looking for transparency and want to know more about the backstory, your purpose. Simon Sinek shares in his legendary TED talk your Start with WHY they are looking to connect the dots between what they are about purchase and what you and your business is really about.

So as a business owner it's important to get really good at telling your story. It doesn't have to start at 'I was born 10 minutes ago and I remember lying in the crib blah blah' it actually is a summary of what got you to where you are today, the passion, the struggle and the victory that has made you and the business breathe.

It's critical not to waffle on but to give the summarised version. In sharing this - getting a professional writer to get this on paper (or digitally today) would be a benefit and just makes sense because it's easy to read.

[Click here for Simon Sinek's TED Talk](#)





10 ORGANISATIONAL FLATTENING

Not too long ago the typical business had the leader in the Gordon Gekko office that resembled a small football field. Their carpark had a clearly marked small truck car space and everything pointed to the top down style business model.

Today the game has changed, being a part of the team is critical to build culture and gaining trust and inspiration by the workers around you just makes for good business. To be clear you're still the captain ...right? It's just instead of having the "me and them" mindset it's more the "together we strive". This has a lot to do with Leadership rather than dictatorship. Without your staff or outsource team you're limited to the growth that you can accomplish.

The ability to inspire, guide and connect at a deeper level with your staff makes for good business. As I mentioned, people buy into stories and most importantly into your story. Let's face it, a lot of the time it's not just about the money for your staff, they actually are committed to the journey together cause they buy into your vision and are willing to trade their time which is the rarest commodity you could ever give away.

So connecting being a part of the journey and a part of your employee's lives by showing appreciation through working as a team together just makes the business a great place to be.

It's important to take note that being "amongst" the employee's doesn't mean that you're a pushover or diminishes your leadership. Actually far from it, it actually strengthens your position and reassures those that are there for you in the good and the bad times.





PRODUCT/ SERVICE PLACEMENT 11

Product or service placement isn't something new in business, however understanding the psychology of your consumer is. The prospect is much more savvy than what they used to be 10, 15 or 20 years ago and the reason is the power of the internet. I mean you can find literally anything you can ever imagine and some. So how do you get your product or service to stand out?

It's daunting to say the least. What we are seeing today is that there are particular buying habits and patterns that the consumer is almost trained to do. The big online giants like Amazon and Ebay, Zappo's etc have made product placement predictability easier. Offline consumer giants like Apple and McDonald's have set the pace in their world's.

What they have understood is "who" their exact target audience is and importantly who it isn't. If you're a business that is self funding your marketing then getting the best for the buck is critical. This is called connecting the dots on your client Avatar (if you had to create your ideal client they would be called an avatar)

So what is that you can learn from this?

- The look and feel of your offering needs to be top shelf just to get a look in
- Create consistency in your brand (brand is much much more than your logo)
- Design really clever lead magnets/ irresistible offers that compel buyers to take action
- Get clear about "who" your client is
- Use social media advertising to get the product/ service seen by your ideal audience

Download the Client Avatar sheet here





FINANCIAL PRISON ESCAPE 12

One of the most either constructive or destructive forces we have is our own mind especially our thoughts. In every human it's actually programmed either by us or by the words as actions that create our reality - the good the bad or the in between. Every thought that turns into an action comes from a thought that turns into a pattern and eventually into a belief. Check out the work by Richard Dawkins called the [Selfish Gene](#).

Here's how it relates to money. If you have grown up with the belief that "money is the root of all evil" or "don't spend your money as you may lose it" then anything associated with money now has a negative spin immediately and anything in regards to growing your wealth automatically is fought with caution and negativity at a subconscious level. This is enhanced especially if the person responsible for that subconscious "implant/virus" (a word or action you that you took on board and gave rise to for one reason or another) that now has manifested into your belief and your reality.

So as a business owner perhaps it is time to look at your belief around money and where this may have originated from. More than likely it would be in your young self somewhere aged around 6 or 7 years old. You need to search when that may have happened. This is ever more prominent in the case where you are constantly experiencing struggle street.

The way that this "implant/virus" plays itself out in some cases is in your thoughts and actions around spending money on self or your business. The "fear state" you get yourself into when you're in that situation.

TASK #12

Here's the anti-virus activity you need to work on.

- Be aware of the state of mind you experience when the situation arises around money, investing, spending money etc
- Check in with your body and pay attention to how it feels. Are you tense, scared, anxious, hostile, defensive or similar?
- Once connected with that state, it's time you ask yourself "when did I allow this thought to enter?" and how old, when and where did this happen?
- Now the most important observation is to then ask yourself "Am I the same person that I used to be when I had these thoughts?"
- Who am I now and who would I be without those thoughts?

The key here is to keep working in these implants/ viruses. They are powerful and literally take on a life of their own, so attempting the remove them will be fought fiercely by the thought itself.



COLLABORATION PLANNING 13

In business today trying to do everything yourself is literally impossible. The game has changed significantly especially with the age of social media. For a business owner the pressure has increased ten fold. However on the other side of this coin, today you have the ability to collaborate and connect with like minded Entrepreneurs and collaborate rather than compete.

Here's the thing, not everyone or every business is going to fit and like a jigsaw puzzle it does take a little sorting and messing around with trying to get the right relationship however once the piece fits so to speak and alignment is met things get a whole heap easier.

Let me give you an example. Let's say you're in construction, then there are a variety of opportunities to collaborate in. You can collaborate with similar trades as you in bulk buying things like sand, cement, timber or a variety of materials. Collaborating to buy in bulk can save you a significant amount and allow you to control the purchase costings.

Now let's say that you're in photography then collaborating with other photographers to increase your business reach and expertise is simply good business. It's not that this isn't common it's more that very rarely is thought about in the sense of strategic planning.

The more that you choose your collaboration partners, the clearer and more diverse your offering becomes - plus now you are also ensuring safety in a way that you may not have had previously.

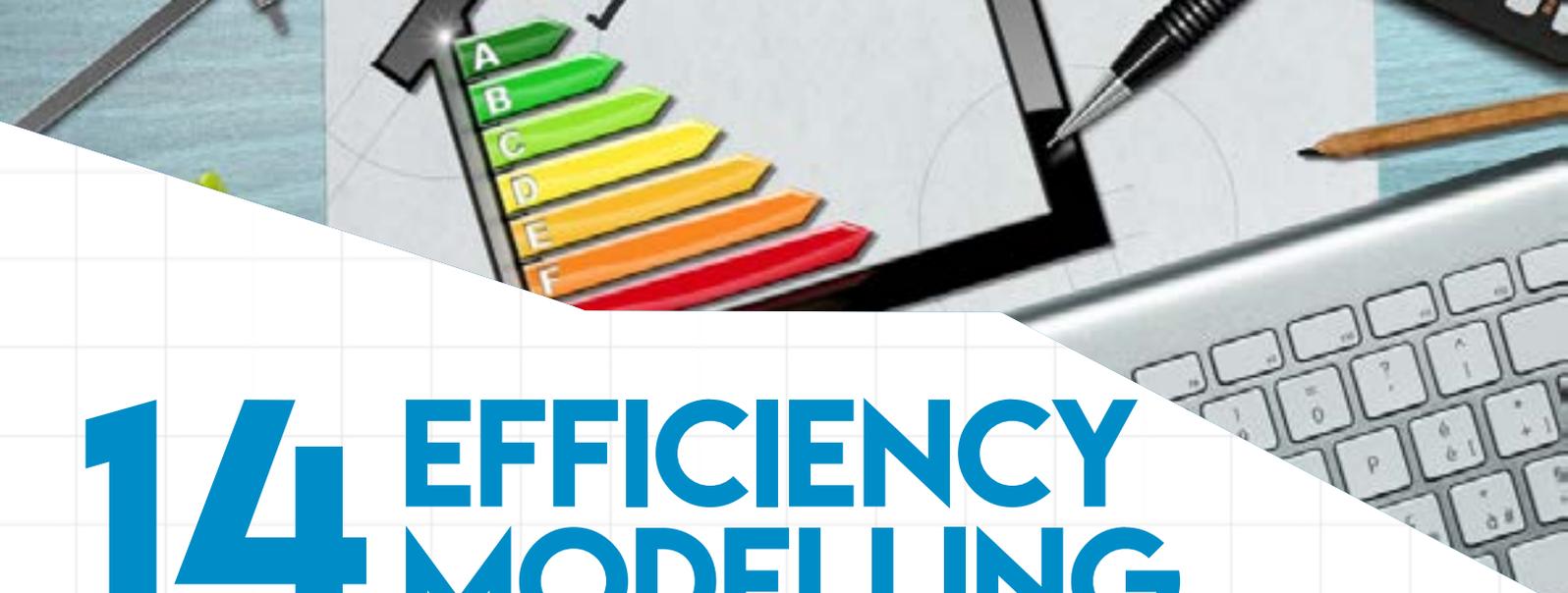
Similar to choosing your ideal client using a client avatar map so to the effort should be made in getting the ideal collaboration partner.

TASK #13

Here are 5 must do's when choosing the right person to collaborate with

1. What do you both have in common?
2. How will the power of 2 actually be better than the power of 1?
3. What small collaboration can you start on to test the waters?
4. Plan , plan and plan to ensure success
5. Create a reward model for both parties





14 EFFICIENCY MODELLING

The old saying “time is money” is critical in business and I believe it’s a foundation principle of any business. Procrastination especially is the ultimate in time wasting and in turn burning money for no real apparent reason. To add to the mix often I see business that are either run by the seat of the business owners pants or even worse that have little to no systems and or processes in place rendering them dangerously on the endangered species list. If something ever happens to the business owner it’s GAME OVER.

By the way I get it, in many cases time and money are both factors and efficiency is a pipe dream so far from reality that it hardly even gets a second thought. However in order to scale a business critical thinking and activity must be taken into consideration or else like many other businesses I know you end up with cracks appearing in many different parts, all leading to chaos.

The question I get asked often by business owners is “where do I start?”

TASK #14

Here you where to start;

1. Take stock of where your business is now with regards to operational activity, sales, marketing and finances and rate them from a scale of 1- 5 (where 5 is excellent)
2. Next start thinking along the line of GAP assessment (where are we now? where do we want to go? and what do I need to do to get there?)

For example; If you’re doing your own accounts and suck at it or hate it then the key is to outsource that as quick as you can especially if it’s taken your hours and hours and making you more upset the more you do it.

Concentrate ONLY on the “what” you need to narrow the GAP and then create a basic plan on getting this sorted. Believe me getting others to do tasks that can either be outsourced or that you dislike doing will pay dividends once they are highlighted and dealt with.

3. Begin the process of mapping out a better way and let an external party take a look to make sure you’re on track (remember they MUST understand your business model). If you need help with this, here you go.





15 ZIG ZAGGING TO SUCCEED

The principle of zig zagging is, if, everyone of your competitors zigs you zag. So many business owners are worried about what their competitors are doing that often they forget their own strategy, planning and what makes them unique. Now I'm not saying become arrogant and don't be aware of your competitors, what I'm saying is how do you know if they aren't going off the cliff? All that glitters is not gold which means it might look like your competitors are doing amazing things and worth following. But have you ever thought that in actual fact they maybe doing the same thing you are? Actually looking to what you're doing?

What you need to take into consideration is to know enough about your competitor, learn from what you see and then apply your own model. See you do things differently than everyone else even if you're selling a product or service that many do the same. The simple fact is that you are unique.

There are many ways to get data from the marketplace however planning ahead and using yourself as the blueprint often come with Success. Remember nothing grows in the shadows, in order to strive you must take calculated risks based from past metrics and or forward metrics then life becomes easier.

The simple fact is that NO ONE has the answer really (especially your competitors) and in many cases the best strategy needs to be mixed with a dash of luck. The key is to stretch your legs and create your own path by using data and testing. Always start slow and incrementally improve your direction. One of the biggest business breakers is that business owners simply don't look at the data and get off the beaten path so much that it's hard to recover. When you zig and others zag you are setting a path forward that is yours and can be very lucrative because there is no one there to challenge you.



Everything is in a continuous state of flux and always re inventing itself be it nature or man built so it makes sense to take a look at your business after all it's a living, breathing entity that has a human at the helm...right?

You will be surprised when you go through these 15 Ways to reinvent your business and yourself what can come out of your business. My objective here is to ensure that you always keep the most two important questions I ask that have led me to create great success for me and teach my clients

1. What's great in every situation? (even if it doesn't look it at the time)
2. How can I do what I do better ?

Have fun and take it step by step. Rome wasn't created in a day, so keep at it and remember:

The only way is UP!!

Contact us today!



NICK PSAILA
INTERNATIONAL
1300 295 801
ask@nickpsaila.com