



Commentaries and Insights from Allawos & Company

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“Re-Analyzing Your Reasons for Starting a Business”

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If you are feeling frustrated because your business isn't seeing the kind of success you thought it would by now, it may help to re-analyze your reasons for starting your business in the first place.

Part of being ready to start a new business or continue a fledgling business is to have a plan. But if you just jumped in after reading a few guides about "Making Money On-line" and went running around from one project or sub-project to another, never seeming to get any of them completely done, now you have to ask yourself; will I ever do any better? Do you think you may have been doing better by now if you had a plan?

You may have read hundreds of reports and purchased a hundred or more marketing associated e-books, applied some of the strategies defined, advertised your business in AdWords and produced several blogs for search engine sake, but so far there has been little or no profit, right? You may be thinking, "I must be doing something wrong", so you continue to hunt for the next big theme, something never before seen or a guru promising millions overnight.

Well, to be honest, you ARE doing something wrong! But it's not something you can attribute to lack of information or even bad information. It's due to a missing link. Have you identified the reason(s) for owning your own business? Did those reasons inspire you to construct a proper, well defined and goal oriented strategy.

1. Are you in the habit of creating a plan to accomplish your goals?

2. Do you think you have the self-discipline to stick to a plan? If not do you think you would be willing to learn to discipline yourself on how to stick to your plan?
3. If necessary can You Sacrifice Certain Wants and Needs to Succeed?
4. Are you willing to give up the time necessary from things you currently do in your life to succeed in your business?

This may mean giving up:

- ✓ Some of your favorite T.V. shows
- ✓ Foregoing some of your favorite hobbies
- ✓ Foregoing other favorite activities - sports, charity work, etc.

If you answered no to any of the above questions, step back and take a serious look at your reason(s) for wanting to own and run your own business (or any type of business for that matter).

If you have not written out not only your reasons for running your own business, but the benefits of ending up with a SUCCESSFUL business then you have 2 choices.

1. Stop reading this newsletter right now and go outside; find a wall, a brick wall would be nice but any hard surfaced wall will do just fine. Stand about 2 feet from the wall. Reach forward with both hands and lean into the wall. Now lean in close enough so you can pound your head against that wall until you realize this exercise is exactly what you are already doing by not knowing the reasons why you want to own and run your own business by planning for success.

2. Stop reading this newsletter right now and WRITE DOWN YOUR REASONS including the benefits of what each reason will bring you once you HAVE made your business a success. We're not providing a guide here, this is all on you. Take the Responsibility. Put as much time and effort into this exercise as you need to. Let your imagination run wild but be realistic and remember you are capable of doing far more than you think you can, so don't hold back.

So you're back? How did you do? You should have a clearer picture now as to how to proceed to get your business headed back in the direction you want it to go and therefore less frustrated and re-energized. Remember, professionals go through these kinds of exercises on a regular basis whether they are frustrated with the way business is going or not. Are you a professional?

You may be a professional in your own segment / industry; however, writing a professional well written business plan that is accepted across a large swath of industries can and is a specialized talent. Allawos & Company provides that talent including a ten section business plan:



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|-------------------------|----------------------|----------------------|----------------------|----------------|
| Executive Summary | Business Description | Products Services | & Marketing Plan | Financial Plan |
| Management & Operations | Exit Strategy | Supporting Documents | References, Citation | Endnotes |

Let Allawos & Company get you back on track or start your business on the right track with a professionally written business plan.

About Allawos and Company, LLC 

Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, our team is focused on client-specific value creation.

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