

Alpha Club Newsletter-April

Greetings Business Owner!

Do you have a team of advocates and advisors who support you as you navigate the world of small business ownership? Do you have people outside the business who know your business and you trust for advice?

As a business owner, you have many decisions to make that impact your business. How do you make these strategic decisions? Have you considered looking to other business owners?



In building a team of advisors for yourself and your business, there are certain things for which to look. Keep reading for some tips on ways to establish relationships with people that will support you and help you make the right decisions so your business will succeed.

Sincerely,
Lynda Hess, Business Coach

Look for Upward-Spiraling Relationships

In Jack Canfield's book "The Power of Focus", he stresses that you should look for people who build you up and with whom you can create positive, reinforcing relationships. What you're trying to do in building a business is HARD. You need people who support what you're trying to do rather than doubt you at every turn.

Find People Who are DIFFERENT than YOU!

Yes, you read that right. While it's hard to do, the yield is great. If you hate to sell, surround yourself with natural salespeople who can give you tips on selling. If you love to be creative, work with people who love to organize. Your opposite skills will work together to balance each other out.

Be Willing to Get AND Give

People generally want to be in relationships with others they can give back to, not just be on the receiving end. Relationships that only flow one way often don't last very long. Find folks you can exchange services with so value is received by both sides.

"Been-There-Done-That" Experience

Look for owners who have already gone through what your business is experiencing. Surround yourself with other business owners with whom you can share your challenges. These are people with whom you can throw out ideas and see if others think they are good or bad. They may not know your industry, but 70-80% of business challenges are about general business operations issues. Strategies for resolving these issues can be shared across most industries.

Master Mind Groups

Do you have trouble finding these types of business owners? Here's where a more structured, committed type of group may be helpful for you. An advisory board, think-tank type of group is often called a Master Mind Group. It is made up of 6-8 non-competing business owners who are also trying to grow their businesses. These 6-8 people get together for monthly sessions and are bound with confidentiality so they can be totally open about the issues and concerns in their business.

Alpha Business Coaching is adding the facilitation of Master Mind groups as a new service. A new group will be formed in the April/May 2006 timeframe. If you are interested in learning more about joining this type of group, click below to take you to some Master Mind FAQs.

- [Master Mind FAQ's](#)
- [Send an email to get more information](#)

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