



SEPTEMBER 2002

**SEPTEMBER IS FOR “BACK TO LEARNING”... SHOULD YOU RE-LEARN YOUR BUSINESS?**

Successful shop owners **“learn”** not to take their business for granted, however, in the real world, too many shop owners do just that.

Reflect back to the very first day you opened your doors for business. Yes you were very proud, and you were very excited too, like a child, as butterflies danced in your stomach that very first morning the doors opened, but, more then ever, you were most likely also scared to death. You were reasonably, but not **“totally”**, confident as to whether you could really make a go of this debt-burdened monstrosity you took on. Your fingers were crossed, and you were positive. The challenge was in front of you; could you really see your vision of a successful shop come true? So you paid attention to every little detail.

It is now five years or more into your “career”. You are working hard .....maybe, too hard; you feel that you have some decent “clients” and some reasonable “customers”; you think, “at least the debt is being paid down and new equipment has been added here and there, and the staff I got is not all that bad, considering what is out there. I’m now well on my way to my future”.....Oh are you?

Consider the following: **“When”** was the last time you had **butterflies of excitement in your stomach over your business?** **“When”** was the last time you really **challenged your methods** of doing business? **“When”** was the last time you **reviewed exactly where you were headed?** **“When”** was the last time you really questioned yourself **“is there a better way of doing this?”** **“When”** was the last time you **firmly committed yourself to being the very best you can be?**

Too many shop owners don’t think about these things, as they have a tendency to get themselves buried into a business rut. It would be safe to say that they take too many things for granted, especially their client/customer base, and many aspects of their business overall, and that is “why” they have the problems they do. The best shop owners are always challenging every company they do business with to higher levels, always looking for new ways to be better at what, and how, they do their processes, always willing to re-learn their business, thus staying focused, and understand the importance of an open mind.

Perhaps it is time, right now, not tomorrow, but right now, to challenge yourself to make sure you are not taking your business, customers/clients, for granted. **Get focused** on every little detail of your business **today**. Put the fun back into every day by **re-learning your business all over again**, and watch the butterflies of excitement come back into your life, as you re-discover the true potential that is in front of you,.....**the potential that you now know you can achieve.**

Have you ever caught yourself saying, “If I knew then, what I know now”? Well you now have the business experience; now its time to start over.....because you are capable of being the best, and deep inside you know it! “Life isn’t about finding yourself. Life is about creating yourself.”

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