

May 2009

Take time out to reflect - it's worth it!

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Dear Leanne,

It's the 8th May already! Is it just me or do you feel this year is flying by? Even the Bank Holiday seems such a long time ago

This month's newsletter has been written to encourage you to take time out to recharge your batteries and reflect on your needs & wants. Time is the most important asset you have. Use it wisely and you will achieve business and personal success.

So sit back, relax, and enjoy our May edition of 'At Home With Eurika'

Best wishes

Leanne

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Quick Links....

[Our Like Minded Women network has expanded - Towcester, Kettering and NOW Milton Keynes - find out more](#)

[How to attract increased revenue - 1 day sales course Saturday 6 June just £95 or FREE via our Acorns to Oaks programme](#)

[Public speaking - present yourself with confidence - 1 day course Wednesday 3 June](#)

[Free business coaching & training programme - contact us to learn more](#)

Entrepreneurs Section

What you have V What you want

Just as a plumber has leaky taps at home, I have been suffering with the same complaint. As a business coach I know how important it is to work **on** your business rather than eternally **in** your business. Yet, having established Eurika to spend time with my young family, as my business has grown I found myself working most evenings and weekends.

A special birthday in the family last month meant I had some time away from the business to reflect on my values and my business & personal goals. I found that whilst my personal goals remained the same my business goal actually had to change or there would be a conflict of interest.

Sitting down and analysing my revenue and expenditure it was clear that recruitment was the 'Poor child' arm of the business attracting a profit per sale much lower than any other service Eureka provides yet demanded the most amount of time.

To be true to myself and my personal goal, recruitment had to go! Temporarily may be but for now it has been withdrawn from our portfolio of services.

The moral of this story is to take some time out of your business now and again and consider what's important to you. Ask yourself "Will I be happy doing this in 5 or 10 years time?" and if the answer is no then ask 'What has to happen in order for me to be content?'

Work smarter not harder

You will often hear me say 'Come out of the detail' however if you feel like you are chasing your own tail it is probably time to STOP, sit down, and consider what's going on.

Once your goal/strategy is set, the devil **is** in the detail especially if you want to consider your tactics to move forward in a different direction.

Set aside a day and spend the time going through your paperwork. Understand where your money and time is being spent and consider if either are being put to good use. If they are not, determine what you can do to work smarter and not harder.

Tip: Ensure you track each sale against a marketing activity. Ask every customer "How did you hear about us". Periodically group sales against marketing categories and it will be clear which marketing media attracts the most traffic to your business. Comparing this data with costs per sale will enable you to define your future strategy.

Ask an expert

Screw It, Let's Do It: Lessons in Life by Sir Richard Branson (Author)

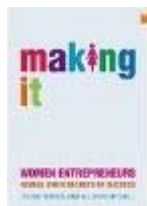
Throughout my life I have always strived for success - as a businessman, in my adventures, as an author and a proud father and husband. I want to share the many truths I've learned along the road to success which have helped me to be the best I can

They include:

- Have faith in yourself;
- Believe that anything can be done;
- Live life to the full;
- Never give up.

Learn these and other simple truths, and I hope you will be inspired to get the most out of your life and to achieve your goals. People will always try to talk you out of ideas and say: 'It can't be done,' but if you have faith in yourself you'll find you can achieve almost anything.

Achieving your goals



Recently I attended a Women in Enterprise Event entitled "Developing Confidence". The guest speaker on the day was a lady called Lou Gimson, author of "Making it- Women Entrepreneurs Reveal Their Secrets To Success" Lou is a single parent of three children and a very successful business woman. Her message was inspiring and simple..... if you have a **reason why** and a **strong belief** in what you are setting out to achieve you are certain to achieve your goals.

Bits & Pieces

Free Business Training & Coaching

We are delighted to announce our new FUNDED* programme called Acorn to Oaks. Using government funds this programme is aimed at helping business leaders develop and grow their business.

Option 1

6 x personal coaching/training sessions for you to access at your convenience.

Option 2

20 x Group coaching/training sessions spread over a 1 year period.

- 2 x 1.5 hour sessions per month
- Numbers limited to 10 members per session
- Morning, lunch or evening sessions available

Visit www.eurika-trc.co.uk to learn more or call me on 07789 908592

* T & C apply

Did you know?

If you have been trading for less than one year you are entitled to 12 x 1 hour sessions absolutely FREE OF CHARGE from a Business Link Mentor

[Contact Us today to learn more](#)

Your feedback

We are keen to receive your feedback, good and bad, as it will help us provide you with a better service.

We are also interested to receive content for this newsletter particularly if you are a small business entrepreneur based in Beds, Bucks or Northants.

Please send your comments and stories to news@eurika-trc.co.uk