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## UA62/3 May Newsletter

Kentucky Small Business Development Center

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### Greetings,

It is penultimate to research market demand for a business before launching the venture. Join us at noon tomorrow for a free workshop on Marketing Research in the Garrett Conference Center, room 100. Click [here](#) for details and to register.

Also, Thom Crimans of FranNet will be here on May 20th at the Carroll Knicely Center to discuss Franchise Ownership. We also have scheduled free workshops on Government Contracting, and how to Maximize Profits and Position your Business in the Coming Recovery.

Again, click [here](#) to register.

Additionally, sign up for free one-on-one counseling [here](#).

Have a great day!

**Adam Brownlee**

**Director, WKU SBDC**

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[www.wkusmallbiz.com](http://www.wkusmallbiz.com)

The eMyth Revisited Wrap-Up



### In This Issue

[The eMyth Revisited  
Wrap-Up](#)

**GORDON FORD**  
COLLEGE OF BUSINESS



### Cash Flow Day

**Get Rich on Your  
Lunch Break**

Join us at  
noon on Thursday, on  
the hill, (Garrett  
Conference Center  
Room 100)  
for workshops that will

## Systematizing Your Business for Success

In his book *The eMyth Revisited*, Michael Gerber presents us with valuable information that every entrepreneur should take to heart before and after going into business. In the second half of his book he details the Business Development Process - a method to systematize your business.



### Seven Steps of the Business Development Process

1. **Primary Aim**
2. **Strategic Objective**
3. **Organizational Strategy**
4. **Management Strategy**
5. **People Strategy**
6. **Marketing Strategy**
7. **Systems Strategy**

Your **Primary Aim** is simply your personal Mission Statement. Gerber argues that your business is not the end all purpose to your life, it is merely a piece and thus, your business should facilitate your Primary Aim or Mission Statement.

Your **Strategic Objective** is a very clear statement of what your business has to ultimately do for you to achieve your Primary Aim. Your business strategy and plan provide the structure within which your business is enabled over time to fulfill your Life Plan. This objective also includes a set of standards that starts defining the standard operating procedure within your business. The first two that Gerber includes are the money (how much revenue do you want to generate, how much do you want to sell the business for eventually) and the question - is it an opportunity worth pursuing? (does it meet your primary aim? Is there market demand for this business?)

Additional standards in this business are open ended to your particular business but can include; when will the prototype be finished, where will you be located, what type of business (retail, wholesale?), what standards are you going to insist upon regarding reporting, cleanliness, management, etc.?

In simple terms, your **Organizational Strategy** is your organizational chart but it is much more than a group of boxes with the CEO's name at the top.

teach you how to build a better business system and how to become financially independent.

Upcoming Workshops:

Marketing Research

Franchise Ownership

Government Contracting

The Game of Cash Flow and Assets

Maximize Profits: How to Position Your Business for the Coming Recovery

Thom Crimans of Fran Net will be here on May 20th to details and free services to see what franchise you are best fit for. If you are interested in purchasing a franchise, this workshop is for you. - same time, day and place.

Click

[here](#) for workshop info.

Parking passes will be provided - pick them up at Garrett room 121 10 minutes before-hand

This organizational chart should also spell out roles and responsibilities and you should institute position contracts which also spell out guidelines, resources, desired results and consequences both positive and negative.

Once you have your organizational chart in place, which includes the necessary roles the business needs to complete the org. tasks, you need to prototype each position. What this means is that you work in the sales role, documenting all of the work efficiencies and ways of doing things, hire out the role explaining the company strategic objective and presenting the standard operating procedure manual for this role you have created based on your work, and then you move up the ladder into the sales manager role and begin prototyping that position.

Gerber defines the **Management Strategy** as a system designed into your prototype to deliver a marketing result. The example he uses is a hotel in which personnel captured his personal preferences for coffee and newspaper in a database and delivered these preferences to him throughout his visit. Once they had him in their system they continually catered to him upon each subsequent visit.

The **People Strategy** is having your people understand the idea behind the work they are being asked to do. According to Gerber, your employees "want to work for people who have created a clearly defined structure for acting in the world. A structure through which they can test themselves and be tested." He calls this structure a game. In the hotel example the employees are constantly testing themselves to deliver on great customer service. Part of this game comes from the overall goals of the company and the specific job duties as detailed in the organizational strategy.

Your **Marketing Strategy** is identifying what your customer wants through Demographics and Psychographics or Marketing Research. (folks, we are having a free workshop on marketing research this Thursday at noon in Garret Conference Center. Click [here](#) for details and to register). Chiefly, the marketing strategy should answer who the customer is and why does she buy?

The **Systems Strategy** is a set of things, actions and ideas that interact with each other. For example, a selling system would be an example of a soft system within the business. The database from the hotel example would be an example of an information system, and signs within the business would be an example of a hard system.

At the end of the day, each of the preceeding strategies along with your Strategic Objective and how it relates to your Primary Aim, should be documented within a Standard Operating Procedures Manual. This manual should be implemented into the business throughout meetings and day to day follow-up and create consistency throughout.

unless location is not in Garrett.

Click [here](#) for directions and details.



## Quick Links

[Contact Us!](#)

[Register for a Workshop](#)

[Resources](#)

[www.ksbdc.com](#)

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Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, or recommendations are those of the author(s) and do not necessarily reflect the views of SBA.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact

Adam Brownlee, 1906 College Heights Blvd., #61086, Bowling Green, KY 42101. 1-270-745-1905.

This Thursday at noon we will be hosting a free workshop in Garrett Conference Center room 100 that covers the Marketing Research portion detailed in the eMyth Revisited. Click [here](#) to register and see the side-bar for details. The following week Thom Crimans of FranNet will be here to discuss purchasing a franchise. He offers a free service to see what franchise model you are best fit for.

Also, if you would like free one-on-one counseling and wish to implement the systems discussed here, register [here](#) for free coaching.

Thanks,  
Adam

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Thanks for taking the time to read our newsletter and for passing it along to folks who might be interested in its content and our services. Please contact us at [wkusmallbiz.com](http://wkusmallbiz.com) if you are starting a small business or if you need a tune-up.

We look forward to serving you.

**Sincerely,**

Adam Brownlee  
Director, WKU SBDC

[adam.brownlee@wku.edu](mailto:adam.brownlee@wku.edu)

[wkusmallbiz.com](http://wkusmallbiz.com)

**Save  
100%**

Our one-on-one coaching is free, always.\* If you would like to discuss the above topics, develop a business plan, franchise prototype manual, financial projections or web site or attend one of our workshops, go to [wkusmallbiz.com](http://wkusmallbiz.com), click on "Contact Us," enter your information and a special little message that preferably comments on how cool we are.

Check out our upcoming workshops under the training tab.

\*There is no catch to this. We are grant funded. Our services are free. This is not a teaser rate in which we bait you to sign you up for fee-based services. We do not force you to look at time shares for hours on end in order to receive admission to Disney World. We do not have a water park, animatronic pirates nor a jolly, rodent mascot. We have coffee, and if there is any left, we will offer you a cup.

**Offer Expires: Never**