

The Advisor & Mentor **CHECKLIST**

NO BUSINESS IS BULLETPROOF

HOW TO SET YOUR BUSINESS UP FOR SUCCESS BY GAINING
INSIGHT FROM TRUSTED PROFESSIONALS

IGNORANCE IS NO EXCUSE

What we don't know can destroy our businesses and wreck our lives, but none of us knows what we don't know.

Unfortunately, ignorance is no excuse. Whether it is the complexity of a well-designed marketing campaign, or the obscure rules of labor law and tax policy, we must perform to stay competitive and comply to stay in business.

Small businesses seldom can afford to employ the staff necessary to keep us abreast of the many issues that affect our companies. But that doesn't mean we are doomed. Smart owners engage professionals to advise them in the three broad areas that extend beyond the daily operations of their companies.

A rational approach to address this universal problem is to pick an area and to devote three months to improving it. We can engage professionals, read and listen to books, videos and podcasts, and attend webinars and workshops. At the end of the three months, pick another area and improve on it. The three broad areas we are most deficient in are leadership skills, marketing and sales, and administrative matters.

LEADERSHIP

The most important but perhaps least studied function of a business owner is leadership. We are all aware of it, but most of us rely on our experience and instincts for our leadership skills. We then wonder why people don't follow us. Leadership is a skill that can be learned, improved and polished.

LEADERSHIP RELATIONSHIPS

Business Coach
Mastermind Groups
Peer Mentors

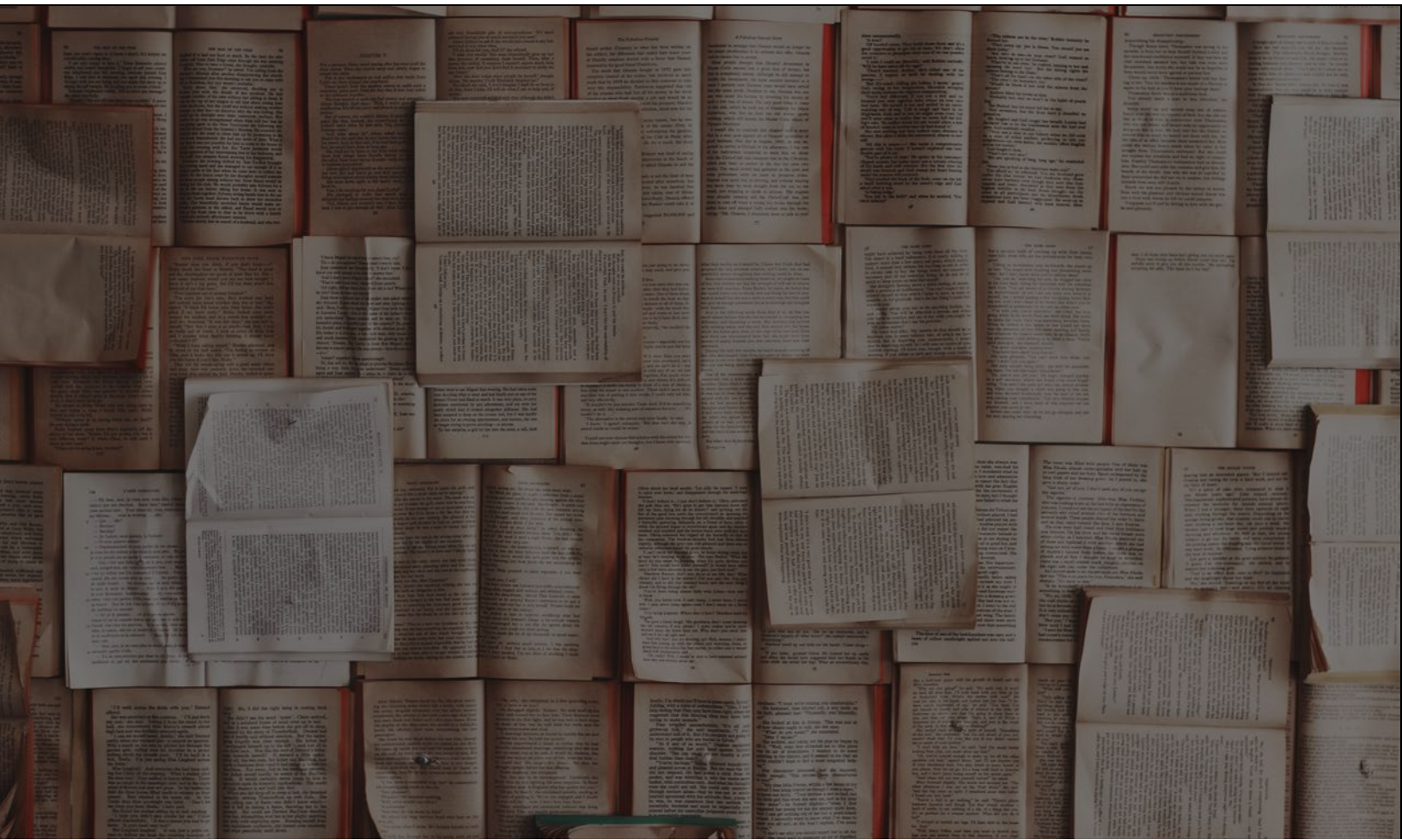
LEADERSHIP RESOURCES

SBA Programs
Leadership Workshops
Leadership Seminars
Leadership Podcasts
Leadership Videos
Leadership Books

TO PROSPER, WE HAVE TO
UNCOVER THINGS WE
DON'T KNOW AND MAKE
OUR COMPANIES GOOD
AT THEM.

BUT THAT DOESN'T MEAN WE HAVE TO BECOME
EXPERTS. THAT WOULD BE IMPOSSIBLE.
IT MEANS WE HAVE TO ENLIST THE HELP OF
COMPETENT ADVISORS.

MARTIN HOLLAND
ANNEAL BUSINESS COACHING



MARKETING & SALES

Marketing and sales are the lifeblood of our businesses. Marketing to attract leads, sales to convert them into customers. Most small business owners do not have the time or skills necessary to create and execute a marketing strategy, therefore they do without and leave this vital function to chance or to “word of mouth.”

Most salespeople have never been trained, never read a book, watched a webinar, or listened to a podcast on sales. They are left to their own devices to figure out how it’s done. Sales and marketing are too important to be left to chance.

MARKETING & SALES RELATIONSHIPS

Marketing Agencies
Social Media Firms
Sales Consultants

MARKETING & SALES RESOURCES

Marketing Workshops
Sales Seminars
Marketing Podcasts
Sales Books



ADMINISTRATION

Administrative matters are a seemingly endless source of frustration for most small business owners. We weren't familiar with them when we started business and they often don't seem relevant to our operations. Administration is full of subjects that are potential land mines that most know little or nothing about. There are professional advisors to help at every step.

ADMINISTRATION RELATIONSHIPS

CPAs

Bankers

Attorneys

Insurance Brokers

Benefits Advisors

HR Managers

IT Managers

Industry

Consultants

Salespeople

Health Insurance

Advisors



PREPARE YOUR BUSINESS

IGNORANCE IS NO EXCUSE

Be proactive and build relationships with trusted people you can learn from to run your business smarter.

Depending on your industry and location this may only be a partial list of topics and advisors, but don't panic. Take them one at a time, and you will soon rest easier, confident that you will not be overwhelmed by the unknown.

Need A Starting Point?

There's no reason to stall. If you're needing direction, schedule a free consultation with Martin by following the link below.

[FREE CONSULTATION](#)



Martin Holland

Martin Holland is the son of a successful entrepreneur. He grew up hearing about margins and markets, R&D and sales, risk and return on investment. He learned to love the language and rigors of business and grew to believe that business is both the most human of all endeavors and the highest calling. After selling a company in 2011, Martin became a coach in order to help other owners build profitable businesses that do not require their day-to-day involvement.

A native of Norman, Martin earned a B.A. degree from Hastings College in Hastings, Nebraska and a Masters in Business Administration degree from the University of Oklahoma. Over the past 7 years he has written business plans that have raised over \$52.4 million in bank and investor financing. He has helped 157 (and counting) business owners reduce stress and increase performance through clarity of purpose, better marriages, more money, and more free time away from the business.