



LIMOUSINE **EXPERT**

We Can't Predict the Future. We Create It.

THE TOP *5* INDUSTRY **MISTAKES**



Let's make marketing legal



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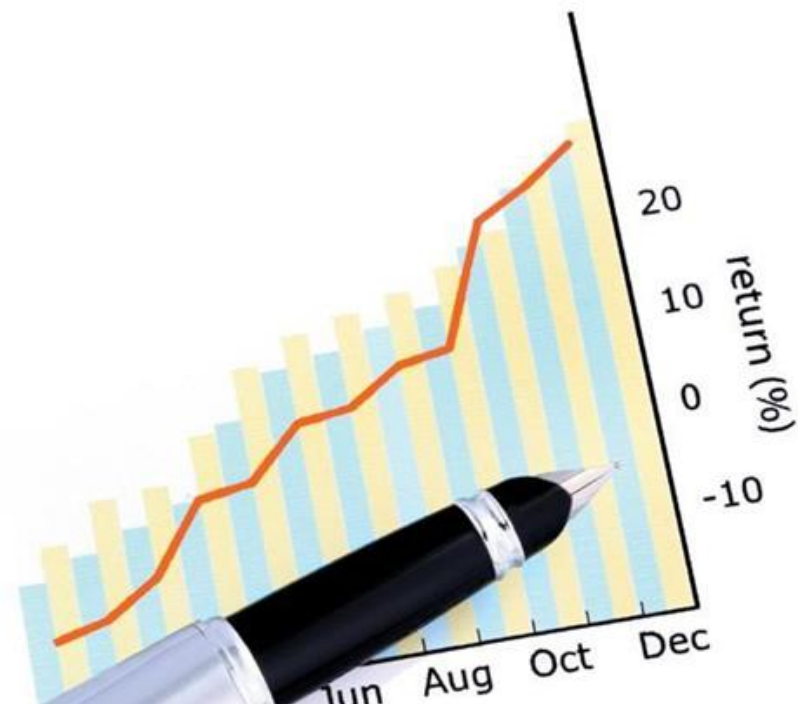
If you think that it costs money to market your business, you have no idea how much it costs not to.

Why do people hesitate to market their business? They are afraid of failure. However, people don't fail; strategies do. Yet to take it a step further, strategies actually never fail – implementation does. Lack of knowledge, skills, discipline, and support is what discourages people.

Marketing is the only activity in your company that will change your outcome. The definition of failure is to do the same thing over and over and expect different results. For your company to grow, you must be willing to accept change and try new marketing strategies.

When you choose to make marketing a part of the value chain in your organization, then you have chosen to be successful.

What if you knew that you could not fail? Wouldn't you try it? Then let's do it and go make some money!





2

The only best that matters!

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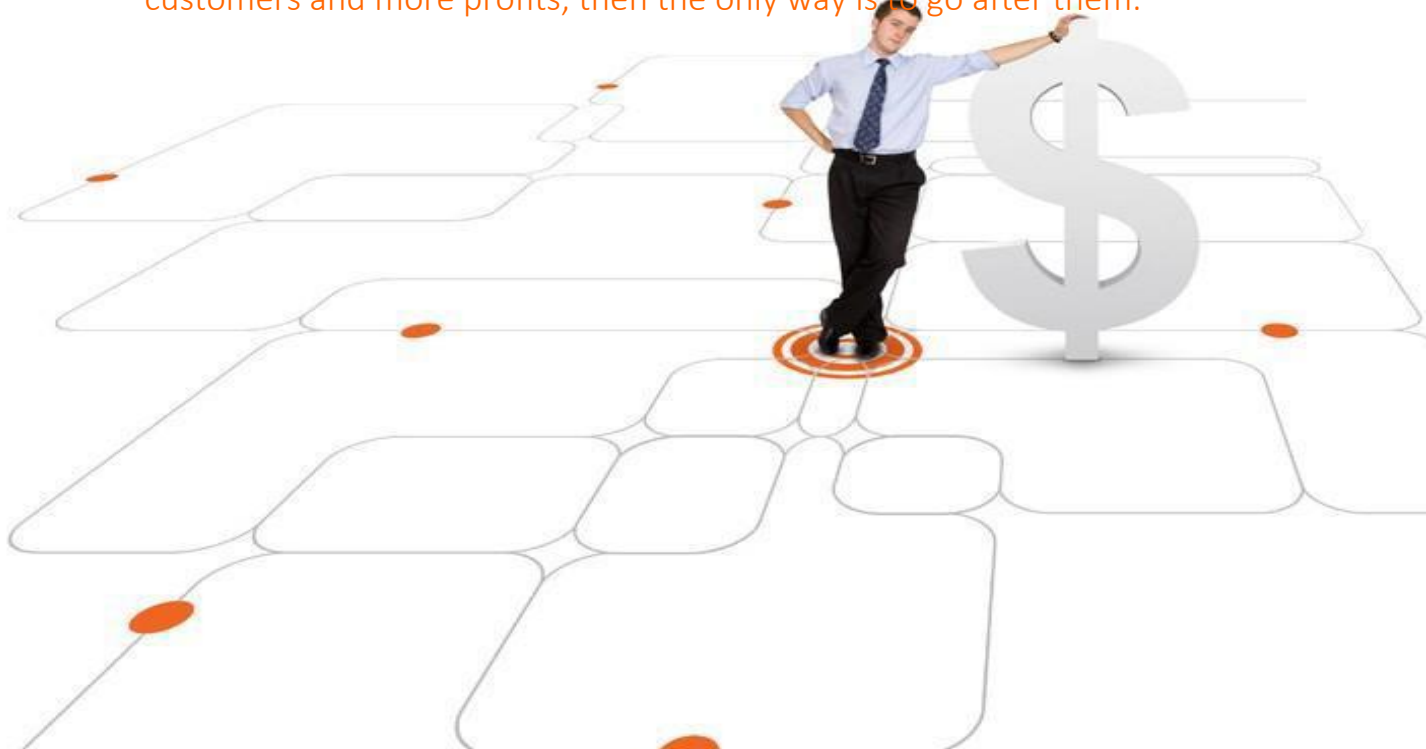
The companies that are making money are not always the ones with the best service or the best cars, but for sure they are the ones with the best marketing.

For years, I have been trying to make marketing legal in our industry. The vast majority of owners simply hope that business will grow itself without engaging in income-generating activity.

Marketing isn't a campaign or an activity, but rather a comprehensive system that needs to be done in rain or shine. Most will look to do marketing when they don't have any business, and as soon as they get busy, they will push it aside.

The truth is, you will not get a new customer from a call you don't make or an email you don't send.

It doesn't matter what you are or who you are. If you want more customers and more profits, then the only way is to go after them.



When working is not enough



3

When working is not enough!

The greatest obstacle to growing your business is the business itself.

Working IN the business is part of activity and it pays the bills. However, it is a cycle that will never allow you the time to grow your business.

In addition to working IN your business, let's dedicate time to work ON it as well. Regardless how hard you work IN the business without dedicating time to work ON it by setting goals, planning, and executing the necessary steps to grow it, nothing will change.

Once you decide to work ON the business, everything will improve. You will find the time to do it. People do not lack time; they lack direction and motivation.

Run your business; don't let it run you. Let's be a CEO for a few hours a day and create the course of action that will allow you to build the business of your dreams.





4

Don't plan to fail

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If you don't make your own plans, you could eventually end up on someone else's. And guess what they have planned for you? Not much.

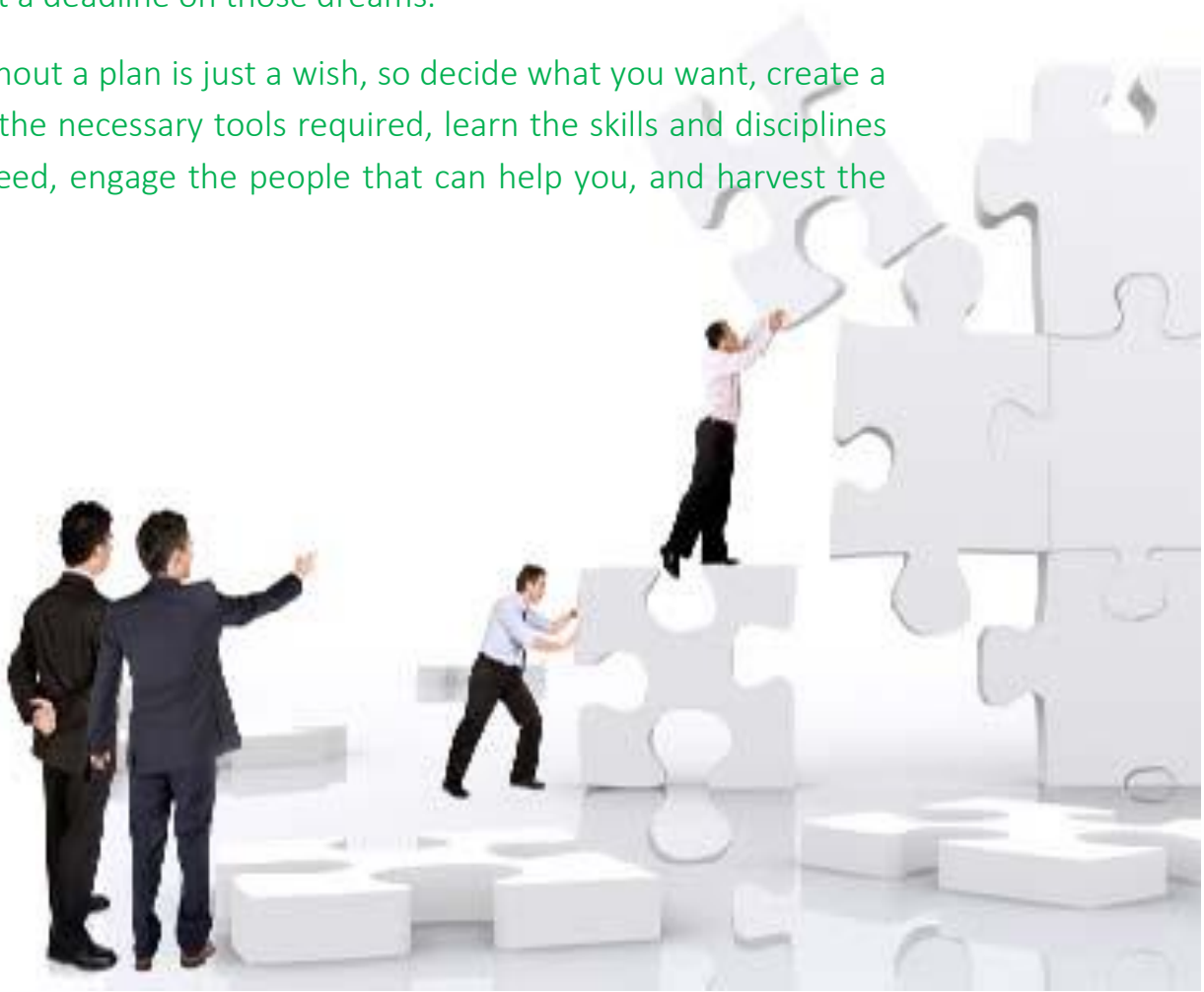
The reality is that if you fail to plan, you are planning to fail.

Lack of planning is like going on a business journey, hoping to reach a destination without a map. You might get lucky and get there eventually, but don't be surprised if you get lost along the way!

Success is a choice, not a chance, and when you choose to succeed then you need to create a plan to succeed. Chart a course for conquering your objectives. Stay on that road, and you will reach your destination.

We all have dreams of building a successful business, so let's create a plan to put a deadline on those dreams.

A goal without a plan is just a wish, so decide what you want, create a plan, find the necessary tools required, learn the skills and disciplines you will need, engage the people that can help you, and harvest the benefits.



Opinions are bad for business

5

Opinions are bad for business!

If you don't know it in numbers, you don't know much about and if you don't know much about it, then you can't fix it. Can you imagine the CEO of Carey running the company based on opinions? It does not sound good.

Review your finances monthly and make fast adjustments. During difficult times, people become hesitant to look at their numbers because they reflect reality. Those are the times when you need it most.

Create a budget review weekly report and stick to it. Run your numbers, and base your financial decisions on facts, not guesses.

Only by accepting reality based off real numbers will you allow yourself to create a plan of action to maximize results and minimize waste, increasing your margin and allowing you to make a profit.

