

# A Jack Of All Trades

Running a small business can be exciting, challenging and empowering. On the other hand, it can be stressful, tiring, and overwhelming, as many small business owners become a "jack of all trades": Including, purchasing agent, marketing specialist, sales associate, human resource expert, customer service representative and janitor.

Running a small business can definitely drain energy and motivation and, in doing so, often leaves us feeling tired and complacent; no matter how much we enjoy our businesses. When we get tired, it is hard to get a true picture of our business. The little things that were so important in the beginning seem to be less and less important as we get wrapped up in the daily grind of our small business. We resist change, resent challenge and lose creativity. Instead, we should be welcoming change, praying for a challenge and seeking new and creative ways of doing business.

Do you remember when you first started your business? You were energized, motivated and creative. You were at peak performance and nothing was going to come between you and your goal: Success. So here is the challenge, let go of that tired perspective you have of your business and get a refreshed one. Sometimes it is important to look at your business as though you were a customer who has come in for the very first time. Walk into your store, clinic, or shop and look around and ask yourself if this is the kind of place you would want to do business.

Does your business make a good first impression? Are there things that you could be doing better? Do you like what you see? Is it clean or does it resemble your teenagers bedroom? Do you like what you hear? Is that Metallica or Mozart? How about what you smell? If your shop smells like big Hank the manager it might be time to freshen the air. Is your store inviting and friendly or do you give the impression that you are just too busy to be bothered with your customers?

Simply putting yourself in your customer's shoes should be enough to give you a fresh perspective on your business, and this just may be the boost you and your business needs to get things back on track once again. Small business owners tend to live and breathe their business; thus, a business has a tendency to become all consuming.

Therefore, it is important to not get so completely wrapped up in the big picture that we forget to pay attention to the little details. The little details can turn a good or mediocre business into a great business. Remember, you do not have to hire a consulting firm to point out what you are doing wrong, just a little role playing and

a fresh perspective can provide you with the motivation you need to shape up,  
because, shipping out need not be an option.