

# The 20 Habits of Successful Small Businesses

## The most successful small business owners...

- 1 Never stop learning
- 2 Work on their business, not in their business
- 3 Provide great products and services – and improve them constantly
- 4 Focus on what they do best and delegate the rest
- 5 Build a network of peers for sharing advice and ideas
- 6 Learn as much as possible from customers and competitors
- 7 Have an attitude of 'get it done' and 'happy to do it'
- 8 Maintain organized records throughout the year
- 9 Plan ahead for taxes; being surprised at tax time stinks
- 10 Use financial statements as a tool for decision-making
- 11 Define their market and model precisely; we can't be all things to all people
- 12 Improve profits by increasing revenue, not by cutting expenses
- 13 Spend more time developing and appreciating employees
- 14 Build a business culture around productivity, customer service and teamwork
- 15 Treat customers really well; word-of-mouth is the best advertising
- 16 Spend more time and resources on sales activity
- 17 Spend more time working on goals that are specific, realistic and written
- 18 Cultivate better relationships with employees and customers
- 19 Spend more time improving business processes
- 20 Dedicate more time and resources for recruiting and improving their teams