



GOLDART CONSULTING INC.

SIMPLE RULES TO MAKE YOUR BUSINESS BETTER NOW

- 1. Remember! Cash is more important than your mother...treat it as such!**
- 2. Remember! The brand is more important than your siblings....act accordingly**
- 3. Analyze decisions financially in all areas of the company before you decide!**
- 4. Find good people, get good people, keep good people! (i.e., pay them enough so they stay)**
- 5. Review an action after it is taken and the results are in! Better decision-making results more from mistakes than from correct guesses.**
- 6. Always, always, always know your competition!**
- 7. Figure out exactly what your customer wants—then give them that (this is the sole purpose of business)**
- 8. In business, it is better to be late than wrong.**
- 9. If it's important enough to do, promote it! Press releases, newsletters, emails**
- 10. Your costs are always the first basis of your price.**
- 11. Follow the "Three Easy's" Approach: Easy to understand, easy to implement, easy to sell**
- 12. Don't get just any deal....Get the right deal or walk away!**
- 13. Specialization is the key to early success!**
- 14. It really is "Not What You Get, But What You Keep" A good tax accountant and lawyer are worth their weight in gold!**
- 15. A Guiding Philosophy: Under Promise, then Over Perform**
- 16. Create "Unity of Message" through each aspect of your marketing: Product design, advertising and promotion, pricing, positioning**
- 17. Be conservative, be very very conservative in projections and expectations**
- 18. All your customers are not alike: Find ways to reward your best and potentially biggest**