

I have often wondered.....

Why as Business Owners do we forget about our most important asset? The key word here is '**important.**' Many business owners, and I've been part of that world, often look at their BALANCE SHEETS and analyse the strength of their business by the value of their physical assets. You know, the building, the equipment, the automobiles, inventory, etc., etc.

But our Balance Sheets don't reflect the value of the number one asset. The value of YOU the owner of the business. Balance Sheets look at numbers, which of course are critically important, but in reality, the Business, your Business, cannot survive without YOUR skills, YOUR commitment, YOUR abilities. It simply can't.

So, back to the question. Why are Business Owners forgetting about themselves? Why?

As we now work in our home office spaces, in basements, second bedrooms and perhaps even the backyard NOW is the time to fix that fundamental problem in our Businesses. Fact is, we've been given the gift of time. It's a wonderful gift – consider using it.

Let's not sit back and wait for Government to fix things for us. Let's face it; Governments have never fixed our businesses. We did; we do.

When you started your business, which undoubtedly is your passion, you did so because of your pride, your commitment, your belief. And, along the way you often battled with Government bureaucracy primarily because only YOU know your business. Only YOU know what's best for your outcome. It's up to you.

So today as we sit in our homes with super clean hands, fewer weeds in the lawn, and the whiffs of bread baking in our spotless ovens we have time to fix the problem. We fix it, not the Government. Sure, we need the support mechanisms that Governments absolutely must do in order to reignite our economy but we must do our part.

Now is the time to invest in your number one asset. Don't watch the news; it's all the same. Instead spend time learning about new ways of doing your business. Sign up for the countless Webinars that are currently available – most of them FREE. Look at your website(s), at your Social Media Platforms. Ask tough questions of the person in the mirror. Ask that person if they've done a good enough job of positioning 'their business' for the new World.

If you're like me.....you have questions of yourself. You KNOW that you can do better. You KNOW that there is opportunity for an improved business once your doors reopen to a thirsty, hungry, and healthy public.

I encourage YOU to invest newfound time into your personal education. Don't say 'no' to **any learning opportunity** that comes your way. If you do, then you'll be pulling more weeds from your lawn. Instead, sign up, learn from others, find new ways to attract more customers to your business. Get online, embrace it, do it well; and **grow** your business.

As part of my role as CEO of Your Local Chamber of Commerce I am 100% committed to sourcing out opportunity for YOU to leverage. I won't guarantee that all programs you sign up for will work for your business, but they will work for you.

At the end of this if we're willing to survive the challenge in front of us we CAN be better. We CAN be ready with new ideas, new knowledge, newfound strength and such clean hands that we'll want to reach back into the mud so that our customers, new and former, will once again support our businesses.

Later today I'm going to be on a Webinar to learn about SPOTIFY. I didn't care about it before but now I do. I want to understand how their program works and how we in our 'business' can improve because of my newfound knowledge. I plan to participate in other programs over the next while all of which will help me function better in our business – a business designed to support your businesses. So please watch our communication platforms and consider investing in your most important asset. You won't regret it.

As a Motivational Speaker once said (his name was Bill Gibson) – DO IT. Just do it.

Your friend in Business

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