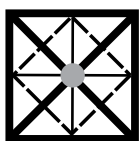


If it's only money... Call Today!
We Can Help! **604.488.0752**

www.BusinessFinanceSolutions.ca



Your Alternative Source for Financing.



INTELLECTUAL PROPERTY LAW
REGISTERED PATENT AGENT
REGISTERED TRADEMARK AGENT

J. GORDON THOMSON
LAW CORPORATION
BARRISTER & SOLICITOR

*Practice restricted to intellectual property law:
patents, trade-marks and related matters.*

250-418-3250 • gordonthomson@shaw.ca
www.creative-intellect.com

Dreams grow here

If you're a natural entrepreneur with a need to be your own boss, and you have a disability, then you should talk to us. If you're committed to business planning, the Vancity Advice and Business Loans for Entrepreneurs with Disabilities (ABLED) program can help you by:

- connecting you with business mentoring resources
- providing micro-loans for start-up capital, expansion loans and lines of credit

Visit us at vancity.com/abled or call 604.709.6965.

Vancity



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

MARKETING CHANNEL

with columnist **Robert Ciccone**



Shouldn't your business always be ready for sale?

Increase sales figures, eliminate expenses, formalize all contracts, get your financials in order, update your marketing materials, systemize your sales processes, and update all contact management systems!

What things can you do to prepare your business for sale? No doubt that this issue of *Make it Business* is chock-full of tips, hints, thoughts and ideas for getting your business ready to sell, and maximizing the value of your sale. Follow the advice from these pages and I'm sure you'll be on the fast track to having a very attractive business to sell.

But what if your business is not for sale? Doesn't your business deserve to be at its best and running on all cylinders all the time? Of course it does.

It seems that when trying to maximize the value on anything (something, someone or some situation) we are at our most productive and at our best in the moments, days or months before the "event" itself. Whether you're trying to maximize the sale of your business, the sale of your home, the last days of work before you leave on vacation, or the first impression you make with

a new client, it always seems that when leading up to these events we are in a frame of mind of being totally organized and clear on what needs to be done - we are in the frame of mind of thinking about maximum productivity and efficiency.

Think about it: Selling your home? Trim the bushes and plant some flowers, paint the fence or the whole house, fix the leaky faucet. Day before vacation? Make a list, follow your list, ignore time wasters, get in early, stay late, get it done.

First meeting with Mr. Big? Wear your best suit, get a new haircut, prepare a new PowerPoint presentation, shine your shoes. Selling your car? Get that big servicing done, fix the cracked windshield, and spray that "new car" scent. A professional athlete in season before the contract is up? Play big, score goals, make saves, have an MVP year.

Why not make every day *the day* before vacation, *the week* before the big meeting, *the month* before selling your home or business? Why not make it a mindset or philosophy to always be ready, keep things maintained, have your best foot forward, have things in order and up to speed.

I remember when my wife and

WARNING—WARNING—WARNING

DON'T HIRE ANOTHER PERSON until you read this *highly acclaimed report on the hiring secrets of America's best-managed companies—The 7 Costliest Hiring Blunders & How To Avoid Them*. Here's just a *partial* list of little known but *proven* strategies revealed inside: How to implement a *foolproof* talent selection system that takes all the guesswork out of picking *A-players*; How to avoid being fooled by people who perform much better in the interview than they do in the job; Why most companies' hiring practices produce a corporate culture of *mediocrity* and how you can ENSURE *personal accountability* instead; Why using "*gut instinct*" is a *very costly blunder* and how you can "*stack the deck*" heavily in your favor by taking one simple precaution that the "herd" neglects to take; How the most profitable companies keep their employees *fully engaged* and performing at their peak; The *most effective* and *least costly* way to garner *employee loyalty*; How to *eradicate workplace conflict* and *strengthen relationships with your customers* in the process. This *easy-to-read* report is the ultimate blueprint for building a highly successful business.

REQUEST A FREE POSTAGE PAID HARD COPY at
www.freehiringreport.com & you'll pick a winner *every time!*

I were getting our previous home ready for sale. After all the maintenance and fixing up, I wanted to keep the place. What a beautiful home – everything was working, renovated, looking great and suddenly we had more room than I had remembered.

How about you? Have you ever wondered how you were able to get so much done the day before your recent vacation or business trip?

Ever wondered how much more efficient your business would be and how much more piece of mind you would have if you had your books in order, your showroom updated, your sales team on the same page, your team of lawyers, accountants and bankers in place, your client touch points organized and structured, procedure manuals updated, your equipment maintained and meeting minutes documented, to name a few?

My message? Don't wait until your business is for sale to get it ready. Make it a policy and a discipline to regularly and routinely maintain the many facets of your business.

Make it a procedure to always have your business in shape, up to speed, polished, shiny and of course efficient and successful.

Whether you are thinking of selling your business or not, find out what you need to do to get your business ready for sale and then adopt the frame of mind your business should always be ready for sale regardless if it actually is or not.

If you do this, you will have a business that you and your team will be proud of, a business with systems in place, a business that attracts the best employees *and* customers.

You will have a business that has correct and timely data available to help make proper strategic decisions, a business that is efficient and productive in every aspect. And, of course, a business that is successful and one that will hold its maximum value should the day ever come when you wish to sell.

Robert Ciccone is the president and founder of Success Unlimited Sales and Marketing Group (www.susmg.com). He is also the creator of the Marketing for Profit Program, a three-part results program that provides the marketing systems, tools and ongoing support to help participants effectively build, manage and operate a profitable business (www.susmg.com/MarketingForProfit). Robert can be reached at 604- 535-2111 or rob@susmg.com.

SLEEP TIGHT...

Thanks to tailor-made financing and consulting solutions from BDC.

www.bdc.ca 1 888 INFO-BDC

Canada **BDC**



HURRY BEFORE THIS OFFER HANGS UP.



DISCOVER SHAW SOHO DIGITAL PHONE

Whether you manage a Small Office or Home Office, Shaw has the perfect package for all your business needs. This offer won't last forever, but the savings do. Call today and receive your **first month and installation† FREE!**

Stay connected with Shaw

SOHO DIGITAL PHONE LITE

The perfect plan for the light long-distance business user.

- > Voicemail, Call Waiting, Call Display, Call Forward, 3-Way Calling, Call Return, and Anonymous and Selective Call Blocking.
- > Anytime calling at 4¢ per minute within Canada, the U.S. and to 50 countries in the U.K., Europe, Asia Pacific, and South America.
- > Access to Shaw International Direct - competitive rates to countries such as India and the Philippines.
- > Complimentary Installation†

\$19⁹⁵ **
PER MONTH
SOHO DIGITAL PHONE LITE
FIRST THREE MONTHS

SOHO DIGITAL PHONE

This plan is great for heavy-long distance business users.

- > Voicemail, Call Waiting, Call Display, Call Forward, 3-Way Calling, Call Return, and Anonymous and Selective Call Blocking.
- > Anytime calling at 4¢ per minute to 50 countries including the U.K., Europe, Asia Pacific, and South America.
- > Access to Shaw International Direct - competitive rates all around the world
- > Complimentary Installation†

Also Included:

- > 1000 minutes per month of long-distance calling within Canada and the U.S.
- > Additional minutes billed at 4¢ per minute
- > One Distinctive Ring

\$35⁹⁵ *
PER MONTH
SOHO DIGITAL PHONE
FIRST THREE MONTHS

In addition to business solutions, Shaw offers a whole range of entertainment products and services. Visit SHAW.CA today to learn more.

For information on additional Shaw business products and to book your installation **CALL 604-629-4049**

24/7/365SERVICE

SHAW

PEOPLE POWERED

Offer subject to change without notice. Shaw products and services are subject to the Terms of Service set out at SHAW.ca as may be amended from time to time. *Customers who sign up for Shaw SOHO Digital Phone will receive the first 30 days of service at no charge and then pay \$35.95 for months two to four. Beginning in month five, customers will pay \$65 per month; prices are per line. **Customers who sign up for Shaw SOHO Digital Phone Lite will receive the first 30 days of service at no charge and then pay \$19.95 for months two to four. Beginning in month five, customers will pay \$35 per month; prices per line. †Installations at residential address or on-net commercial locations.