

HOW TO GROW RICH TOGETHER

THE COUPLE'S GUIDE TO A LUCRATIVE BUSINESS



**How to Choose,
Establish &
Market a Profitable
Niche You'll
BOTH Enjoy!**

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CREATE SAVVY BUSINESS SYSTEMS

Standardising your business with various systems provides you and everyone involved a structure for how things work best. Take a business systems approach to operating every aspect of your business. This means that how things work is organized, automated, and measurable.



A business systems approach is about consistently doing things the same efficient way. Once you establish the smartest ways to communicate, execute and monitor every aspect of your venture, reaching your productivity goals becomes much easier.

Businesses prosper by achieving sound strategies. You will only know which strategies are paying off once you continuously have easy access to the information you needed to make good decisions. So strive to create efficiencies and establish routines in these four key areas:

- Marketing perspective,
- Financial perspective,
- Workplace perspective, and
- Time management perspective.



IT'S IMPORTANT TO HAVE SYSTEMS SUCH AS THESE IN PLACE:

- ◆ Determine a preference for the order that your jobs are to set up, processed, produced, and evaluated for results. Teach your formula to your employees as a system.
- ◆ Organize major parts of your financial system by using bookkeeping software. Once automated, lots of time will be saved handling your invoicing and other accounting tasks.
- ◆ Buy or lease copiers, fax/printers, computers, business calculators and other equipment. All of these will speed-up your operations, making more time for everyone involved to move the business forward in other important ways.
- ◆ Designate certain days (and specific times of a day) when you always do your payroll, execute your marketing plan, check your employees' performance, and do other cyclical activities.
- ◆ Regularly prepare reports and hold meetings. These are effective planning and communication vehicles that should be considered important parts of the systems equation.
- ◆ Standardization even means using the same supplies and equipment. Not only will you benefit from becoming familiar to your suppliers, from a branding standpoint, your clients will perceive that you're consistent and operate professionally down to a science.



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MANAGE YOUR TIME – FOR TIME IS...



Among the most valuable assets every business owner has! Time, for example, is a determining factor in how many customers you're able to secure and properly service. Time determines if you can meet the needs of every client by when they expect. And if squandered, time lost may seriously contribute to the downfall of a couple's business.

It often feels as though 24 hours simply isn't enough time, especially for the busy couple who also must manage the lives of their children as well. But by carefully planning and prioritising, you'll be able to maneuver many of a given day's ups and downs with ease. For good time management skills, follow these essential guidelines:

- ◆ **CREATE A GENERAL WORK SCHEDULE.** Lay out the major elements of your workload. Decide how much time you routinely need to devote each week to



business development, personal needs, and family. Administrative and maintenance tasks typically require about 25% of your time on any given project. If this is the case, be sure to set aside 25% of your time for yourself.

- ◆ **PUT YOUR DAILY TO-DO (AND MONTHLY PLANNING) LISTS IN WRITING.** Studies show that people who actually write down their lists are 90% more likely to complete their tasks. Appreciate the power of check lists. Placing check marks next to tasks completed – from phone calls to filing to reviewing copy – gives a sense of accomplishment. It's visible evidence that things are moving.
- ◆ **PRIORITIZE ALL OF YOUR ACTIVITIES.** Identify and assign weight to crucial deadlines, routine administrative duties, and even relaxation time. To help determine what needs to be done immediately or not, ask yourself: "How much time do I have to get this assignment completed, make this decision, or contact this person?" You need to know deadlines, how many people you must call to acquire key information, and whether you can delegate or get assistance.
- ◆ **SCHEDULING UNINTERRUPTED TIME IS CRUCIAL.** If this means closing your office door and letting voicemail take your phone messages, then that's exactly what you must do. Shut out the world at your most productive time of the day. If you're a morning person, start the day with some quiet time alone, when you're the most productive and able to focus.
- ◆ **BE REALISTIC ABOUT HOW LONG IT TAKES TO GET THINGS DONE.** You may start to stress over the realization that nothing happens as quickly as you'd like. You might not be able to check every task off your daily to-do list because you're not allotting a realistic amount of time to begin with. So block out extra time on your



planner, for example, if you have an off-site appointment that'll involve driving.

- ◆ **COMBINE TASKS THAT ARE ALIKE.** If you have several phone calls to make and emails to respond to, make all of the phone calls first, then tackle the emails. In fact, schedule a couple of blocks of time each day to do your phone calls, and then your emails. With all other time, focus only on tasks that require just that: mental focus.
- ◆ **SAY "NO" TO "YES".** Very simple: learn to say no. Often times, just adding one more task to your to-do list means you'll have to work an extra hour on the back-end. That's more quality time away from what brings you joy. So, ask yourself if you really have the time and energy to handle this one, extra task. Don't guilt-trip yourself into doing it. You may feel resentful for having over-committed yourself.
- ◆ **KEEP ALL OF YOUR CONTACTS IN ONE PLACE, AND WITHIN EASY REACH.** Organize your contact information and you'll save untold time. Do whatever works for you, whether you keep addresses and phone numbers in your BlackBerry, day planner, or cellphone. You need fast and easy access, don't you? So sifting through papers for phone numbers is a terrible waste of time.
- ◆ **CONTRACT OR OUTSOURCE TASKS.** Not only will this free-up more time to handle other tasks, you'll also be able to demonstrate to your clients that honesty and best efforts are in place to deliver the best service. Your time is too expensive to handle certain tasks. In the long run, it will cost you a lot more to do these things yourself. You can even start using a virtual assistant online to keep things moving.

