

## Is It Working?

Do you feel that your business is successful? There are a few ways to measure success. First, your own expectations as an entrepreneur will always be high. They have to be, as if you didn't reach for the sky then you'd find it hard to climb a mountain. But your business will have a hard time meeting your expectations within your timeframe. Small business is fast, but many of the other companies that you work with are larger than you and simply don't move as fast.

Second, how other people perceive you. Although this is not always the most important thing in terms of cash flow in the short term, it is important that others see you progressively moving forward. Even if they aren't buying from you today, your fan club is building. PLUS your credibility is growing as you are showing that you can do what you say that you can do.

Third, are you making progress? Which means a few things:

- Is your business moving in a positive direction?
- Can you make the business sustainable?
- Are you seeing a light at the end of the tunnel?

- Do you know the path to get there?

All three pieces of success are important for the future of your business.

### Business Solver Modules:

- ❖ Assumptions
- ❖ Cash Flow
- ❖ Risk Analysis



TIP: There are many ways to measure success.

