

Success Is Simple When You Make Sense Of The Numbers

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Success Is Simple When You Make Sense Of The Numbers

By Joseph Kennedy

The vast majority of people in business don't really like numbers. They remember Math as being one of the harder subjects in school. And they never got interested in accounting.

Most of us go into business not because we love to pour through financial sheets, but because we like the thrill of designing a new product, the joy of making a sale, or simply the freedom of being your own boss.

But when you look at how many businesses fail, and WHY they fail, you have to step back and rethink things. A venture can have the most exciting products or services ever devised and plenty of customers and STILL not make a go of it.

Why? The answer is in the financial numbers.

Most businesses don't work out because their owners and managers don't fully understand their business' financial picture. When you have a complete and accurate view of your firm's finances, you know:

* How much money you are making * How much money you're spending * How much money you'll make or loose in the months ahead * Know if your product is succeeding * Know if your advertising is a waste of time * Know if you need to order more product, or less, or even how to make money with your unused inventory

Your company's numbers quickly tell you all this and more. So how do you get access to these truths? Most small business experts will tell you to get a good accounting program like MS Money or Quickbooks. But that's not nearly enough.

Even though these programs are good, maybe even essential, you'll need more to fully understand what is going on in your company. That's why a whole industry has sprung up to supply these much needed forms, databases, and software.

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Big box stores and other large retail and service organizations have always had access to this kind of advanced accounting power. They either use their own teams of in-house MBAs or sign up for very expensive outsourced financial management services.

Today you can have that same kind of expert help simply by logging onto the Internet. Many of the forms you'll need are available free. And you can get access to even more software and databases for a very small monthly fee.

Finally, BIG company financial power is readily in the hands of small and medium-sized businesses. Make sure you make full use of these resources. Your probability of success will be far higher and you may never have to worry about your company suffering serious setbacks.

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<http://www.businessbuilderonline.com>

, offering extensive financial, legal, and administrative

forms you need to quickly succeed in business, plus much more.

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SUCCESS: WEAR IT LIKE A SECOND SKIN

By Shery Ma Belle Arrieta

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What do these examples have in common?

The answer -- they're all the faces of success. Sure, the numbers are small, but hey, success doesn't have to be in large numbers or very big to be called a "success."

Success is a relative word and a relative experience. It's like a piece of clothing or an accessory -- either you wear it well or you don't.

And on the Internet, if you want to achieve the goals you've set for yourself, you have got to wear success well.

Take a look at all the successful people you know. How do they act? How do they carry themselves? How do they speak? And most importantly, how do you think they dealt with failure before they became the success they are now?

You don't have to have Einstein's IQ to figure out that they wouldn't be successful people today if they folded and got discouraged by their failed attempts, or if they stopped doing what they were doing because they didn't think any of their small successes were significant enough.

Success, even if it is small, is still success.

So wear success like a second skin and each of your small

successes will build up into bigger ones!

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