Directors Corner Article

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My Business Isn’t Making Enough Money; What Can I Do

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As a Business Owner/Manager it is important for you to realize that operating a business is only part of what it takes to stay in business, you also have to promote your business in a continuing effort to be successful by taking your business in the direction you want it to go.

In this article we want to identify several ways you can enhance your opportunities for achieving your goal of developing a profitable business. Some of us may think that since I’m in business providing a good product or service, have a business plan and a consistent customer base; “Why isn’t my business making enough money”, or “What can I do to help my business make money”.

It has been proven that people who start businesses are normally ambitious, experienced and passionate about something, whether it’s about opening a business or are already in business trying to make money by marketing and selling their products or services to the world. Either way, whatever they decide to do, success is measured by having or making money.

Based on the above information I believe that we all can agree that if you’re in business, you desire to be making money. One of the most disheartening and stressful experiences a business owner can have is going all in developing their business and then not realizing any financial returns for their efforts. However, being a business owner and also being financially savvy doesn’t come naturally to everyone.

Realizing this to be the case let’s look at that all important, but simple question; “My Business Isn’t Making Enough Money, What Can I Do”? For most business owners the answer to this question is simple, “How effectively you manage your business will determine how much money you can make”. With this being said; business owner’s first need to institute a continuing effort to promote their business by employing a management process that facilitates improving performance of their business operations. As a business owner whether you're driven or focused on large expectations or you just want to see your revenues increase, a simple money management plan and attention to details can go a long way in helping you to achieve those goals. Without developing a money management plan and then monitoring it daily or weekly, nothing really changes except that your subconscious attitudes and assumptions will continue to manage you, your work, your time and yes, your money. Not utilizing a money management plan will keep your business locked in at the same level of profit--same net revenue--month after month and year after year if you’re lucky.

Another reason your business does not make enough monies can be due to ownership stress, lack of confidence, fear of failing, or not wanting to put in the work necessary to develop a profitable and successful business. For instance; you worry if you’re charging the right prices for your products or services, are they to high or too low, what are my competitors charging or am I doing the right thing to name a few. One of the best things to do in this case is to ensure your employees are trained, learn to delegate work, continue to learn (work on the areas where you are weak) and tell yourself, if you continue to put in the time and work hard, it will pay off.

Next, most business owners are faced with this nemesis; you try to do too many things to quickly, your ideas aren’t providing any real focus or you’re focusing on the wrong things. The best way of overcoming this situation is by identifying what not to do and then by focusing on those ideals that will fit into your master plan. Become your own critic and strive to ensure everything you decide to do benefits your money management plan in some way for increasing your
business revenue. Remember, you can only achieve so much by yourself; you need to realize that the most efficient way to get things done is by leveraging and utilizing your team’s expertise.

In many instances the reason your business isn’t making the monies you want are; the product or service you provide is too complex, your customers don’t understand how your product or service could benefit them, so they do not purchase it. Albert Einstein said, “Any darn fool can make something complex. It takes a genius to make something simple.” The solution is to eliminate the complexity and market your product and services in simple layman terms.

Finally; maybe the cold hard truth is that you do not know enough about business in general and you’re just managing your business incorrectly or there’s something you failed to put in your master business plan (if you even have one). So how can you reduce your chance of failure, and increase the chances of your business increasing its revenue and becoming more successful? As a business owner the best way to correct any situation is to focus on your strengths. The degree of your success or failure will be directly related to how well you maximize your strengths. This means that you need to stop doing what others are doing and start doing what you are exceptionally good at doing. The bottom line is to create value for your products and services by focusing on the thing that exhibits the most potential for your business to be successful.

As a business owner you probably feel like you’ve exhausted every avenue in trying to find the right thing to increase the chances for your business to make money, but nothing seems to be working. Hopefully this article will be of assistance to you by touching on the importance of knowing your business and money management in an effort to increase your potential revenue. To be successful in business it is a mandatory requirement that you have control over managing your money. You need to ensure that every dollar that goes into your business has the potential to provide you with a return. It is essential that businesses review and utilize the aforementioned procedures and others in a continuing effort to provide them the best chances of being successful in their private and public business environment.

We at APAC encourage those who read this article to evaluate the information presented in it and use it as a learning tool, because knowledge, learning and success comes from a deep understanding of what you know in both business and life.