

# eBook reveals 7 habits of highly effective business owners

*A new eBook from Bartercard is designed to help business owners separate knowledge and experience from an entrepreneurial perspective – allowing them to identify points of weakness in order to clarify end goals.*

**AS A SMALL BUSINESS OWNER**, you're always busy, wearing many hats at once in the hope of seeing even the smallest signs of success. Some days are rewarding while others can't end soon enough, and every morning, no matter what, you wake up with renewed energy to get in, get dirty, and get the job done.

Just going through the motions, however, isn't always enough. It's a cliché, but it can never be said too many times – in order to truly be effective as a small business owner; you must start working *on* your business rather than simply *in* your business.

Fortunately there's now a new tool to help show you how.

Bartercard's new eBook, *The 7 habits of Highly Effective Business Owners*, provides opportunities, bite sized hints and tips to help small business owners manage their business more efficiently. It reveals how to grow a solid customer base and keep staff happy, while streamlining processes.

Underpinning all of this is how a network, such as Bartercard, can help SME businesses achieve this goal through the use of 'lightbulb moments'.

The eBook recommends business owners put their energy in the right place to do what it takes to build a great company while still balancing the day-to-day expectations of their role at the helm.

However, as the authors point out, "business acumen isn't the same as knowing how to approach a new enterprise from the right viewpoint. All the practical experience in the world can't give you the skills needed to lead the troops if you're used to spending time in the trenches".

The eBook's seven habits are based around:

- Learning how to roll with the punches.
- Exploring the art of long and short-term plans.
- Monitoring cashflow and spending.
- Working with the professionals vs. DIY opportunities.
- Embracing technology, and
- Being open to change.

It's a resource designed to help SME owners separate knowledge and experience from an entrepreneurial perspective, allowing them to identify points of weakness in order to clarify end goals.

## How to think

It has been said there's no way to anticipate what the future will bring, which is why being a highly effective small business owner is more about how to think, rather than what to think.



A successful owner must balance working on the ground within a company as well as from a higher, holistic level. A good leader is always thinking ahead, anticipating possible outcomes, creating long-term and short-term game plans, and investing in tools designed to benefit him/her in the long run.

And, as the book expounds, "most of all, he or she is willing to take the time to learn more about what it means to be truly great as a business owner".

## Short and sweet resource

Intended to be short, sweet, and consumed in a single sitting, *The 7 Habits of Highly Effective Small Business Owners* is an all-purpose resource for what it takes to make a difference in your business.

By providing the key skills necessary to keep you on the right track, you'll always be able to focus your energies in the right place: on the overall health and success of your business.

**For further information on Bartercard, its services and to download the FREE eBook, visit [www.bartercard.co.nz](http://www.bartercard.co.nz) Call 0508 BARTER 0508 227 837**