

Is Your Business Leaking?

by Lena L. West

What gets your attention faster – a faucet with a slow leak or a flood? The flood, of course. Does that make the slow leak any less of a threat? No.

Right now, you have a slow leak in your business. And, odds are, you won't address it until you have a flood. What you need to understand is: slow leaks cost more over time. A cost most business professionals can't afford to absorb.

Where is this slow leak? It's rooted in the time you lose trying to locate a misplaced file. *Drip*. It's in the hours and days that are lost when your main computer is otherwise non-operational. *Drip*. It's the sales conversations where you try to explain what you do, over and over again, to a "prospect" with a glazed-over expression. *Drip*. The leak is the lost business opportunities because you fail to follow up with contacts you make at networking events and add them to your automated marketing/keep-in-contact funnel. *Drip*. Or, what about overdue invoice that is no longer on your radar? *Drip*.

In short, your business systems – or lack thereof – are your slow leak. On average, slow leaks cost professionals like you, \$5,000 to \$27,000 a year. Ouch!

What can you do? Three things:

- 1) Step away from your business and take a long, hard look. And, be honest. If not, you aren't fooling me, you're crippling yourself.
- 2) Write down every inconsistency, every inefficiency, and every slow leak.
- 3) Develop an action plan to plug or repair those slow leaks, starting with the biggest leaks first.

The good news is, there is an upside to having a slow leak – you have time to fix it. Just don't wait and have a flood.

Lena L. West helps business professionals use a proven 5-step program to discover 40-65% more time and money, allowing them to work ON their business, not IN their business. If you're scared that your slow leak will turn into a flood, email Lena at: LWest@xynoMedia.com to receive your Slow Leak Assessment © 2005 Lena L. West. All rights reserved.