



In This Issue...

[Where to Go When the Bank Says No](#)

[It's A Girl! A New Addition to our Team](#)

[Is Going Into Business Right for Me?](#)

[Money Matters](#)

[Ask an Expert...](#)

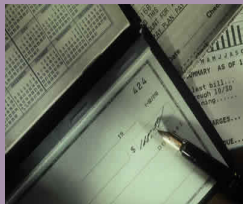
[Business Resource Feature](#)

Quick Links

[More About Us](#)

[Our Partners](#)

Where to Go When the Bank Says No



Did you know Community Futures Centre West has 7 new loan products designed to meet your business needs? If your bank can't help you, give us a call and let's talk.

Welcome to...

The Business Jolt Magazine!

Your online source for great business tips and information

Welcome to the first issue of our online business magazine, **The Business Jolt**. Many of you may recognize this name from the Business Jolt meet-with-an-expert sessions we hold at coffee shops in Airdrie, Cochrane and Canmore. We've had such such positive feedback from these half hour appointments where you can meet with a business expert and get solid suggestions to help solve a business dilemma, we want to provide you with even more quick tips and information on a regular basis. Many of the familiar faces you've met at local Business Jolts will be contributing their advice in this publication, so here's your chance to access the best in the business - free of charge. (Free is good!)

In each issue we'll feature different business topics with advice contributed by industry experts. We'll also list resources available to help you build the best business you can. We're fortunate to have many business partners throughout our part of the Province ready to help you and we'll profile different community resources each issue.

Will one of these popular products give your business the boost it needs?

* **ReadyCash** - Quick turnaround short-term loans of up to \$10,000 - so you can react to a great opportunity

* **FlexLine** - Flexible line of credit loans from \$10,000 to \$50,000 - money that's there when you need it

* **TrailBlazer** - Loans for value-adding, innovation, enhancing productivity and developing new products and markets

* **BizBuyout** - Loans to assist with the purchase of an existing and successful rural business

* **NewBiz** - Loans for entrepreneurs who want to start a business in a community served by community Futures

* **NextGen** - Loans for young entrepreneurs ages 18 to 29 with a great business idea

* **BusinessAble** - Loans for persons with a disability seeking to start or expand a business

Call Noreen Hoskins at 1-877-603-2329 to see how we can help.

Find out more:

www.roadahead.biz

So whether you're at the idea stage, just starting up or running a thriving operation, we're here to help with smart, up to date business techniques and know-how. Count on us as part of your information system.

We welcome your ideas for business topics you'd like to learn more about, so [click here](#) to submit your comments and suggestions.

We hope you enjoy this initial issue and find the content helpful. Here's to your business!

Your Team at Community Futures Centre West

Money Matters

Money, money, money! What do experts advise you to do during an economic downturn to protect your business assets? Here's what Elaine McPherson, owner of E=MC² Centre for Business Excellence in Canmore recommends to her clients:



Staying on Course in Turbulent Times

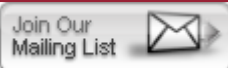
Are you starting to feel the pinch? Now, more than ever, is the time to stay on top of the financial status of your business. Keeping good basic financial records is a key to business success and frees you to concentrate on building and maintaining relationships with your clients.

It's time to get back to basics - save time and money. Here are a few tips that may seem like small matters, but in the long run can help you stay organized and free up valuable time:

Back to Basics - 3 Simple Steps to Staying on Track

1) Keep it Clean - Stay Organized

* Unfold & keep your receipts in order - use



It's a Girl! A New Addition to our Team



We are happy to announce a new arrival to our Community Futures West team. Noreen Hoskins, our new Business Advisor is here to help you with your financing and business counseling needs.

Noreen has a background in commercial banking and operated as an independent management consultant prior to joining us at Community Futures Centre West. Her experience spans strategic planning, finance, market research and operations. Noreen has worked with businesses at all stages of development in a variety of industries.

She has eleven years of entrepreneurial management experience including launching two successful business ventures of her own in 1995 and in 2001. Noreen has a Bachelor of Commerce from Royal Roads University and continues her association with the University as an instructor in the Faculty of Management.

Noreen lives in Canmore with her husband and two children and this August will increase

simple accordion files & file receipts on a regular basis

- * Match and attach receipts to your Bank and Credit Card statements regularly
- * Keep an envelope in your vehicle and immediately file all gas and expenses receipts
- * Keep personal and business account transactions separate

2) Your Time is Money - Make the Most of It

- * Outsource your payroll - it's cheaper than you think
- * Are you a 1-person operation? Outsource your bookkeeping and use your new found time to promote your business
- * Are you in retail? Make sure that your till tape has lots of ink. Otherwise, you'll spend time re-creating the day's activities later - or worse, pay a bookkeeper to do it for you!

3) Leave No Stone Unturned - Look to Save Money

- * Review your processes and procedures in every aspect of your business. Ensure your staff and/or outsourcing agencies are proficient in their activities and that you're getting the best bang for your buck
- * Review your Financial Reports on a monthly basis - are your expenses as lean as they could be? Talk to your accountant about ways to cut back and make the best use of your available cash.

E=MC2 The Centre For Business Excellence serves small to medium sized businesses in Canmore, Banff and Cochrane, specializing in bookkeeping and automated payroll services. Call us at 403-675-3622 for further Recession Management Strategies.

Ask an Expert...

This month, Crag Elias, Chief Catalyst of ShiftSelling.com, supporter of our Self Employment program and regular community Business Jolt guest expert answers the question:

her assets when a new baby joins the family.

Welcome to Community Futures Centre West, Noreen!

Call Noreen at 1-877-603-2329 x 318 or email nhoskins@cfcwest.com to arrange an appointment and discuss how Noreen can help you succeed.

On the Lighter Side...

When speaking with an aspiring entrepreneur I asked him what motivated him to start a business. He replied, "It was something my last boss said." Intrigued, I asked, "what was that?" He replied, "You're fired!"

Is Going Into Business Right for Me?

What does it take to start up a new business? Do I have what it takes? Where do I start? Where do I find our information about my industry? What resources are available? Is it true you can get a grant to start your business?

Ask Patricia Alderson, our Self Employment Program Manager these questions and she'll be happy to answer you! We've developed a highly successful seminar called ***Is going Into Business Right For Me?*** - now available upon request in your community. Here's what's covered in this 2 hour session, available for groups

What is your personal approach to growing your own business in a market that seems full of similar coaching businesses?

I'm happy to share what I do to develop my own company as an example to explain what I personally do, not just what I teach.



This approach has worked for every type of business -from one person companies to whole divisions of larger corporations across North America, in Asia and Europe. ***It will work for your business too. As you read this, think of how you can apply these strategies to your own situation:***

How I Grew a Highly Successful Sales Coaching Business:

1) I Picked a Niche - There are thousands of generalist sales training companies run by sales guys and gals that have 20+ years of sales success. The problem with the vast majority is that their generalist approach means they can only operate in their own city, or maybe a few neighbouring cities, because there is another, perceived to be similar, generalist in every other city. By picking a niche - capitalizing on what I call *Trigger Events* - to get in front of highly motivated buyers at EXACTLY the right time, my expertise goes beyond just my local geography. Search for any other expert on "Trigger Event Selling" and you won't find one. This allows me to create demand for my expertise almost anywhere in the world.

2) I Became THE expert in what I teach - Specialize, speak, and write. I specialize in just one thing: timing - repeatedly getting to the right person at EXACTLY the right time. I've written a number of articles, speak to business groups whenever I

of 5 or more.

The session covers the basics of starting a business - including information about entrepreneurial traits, how to research your idea, identify your target customer and finance your enterprise. A list of local resources and tips on how to know if your idea is a good one, rounds off the seminar.

If you know someone considering Self Employment, have them contact Patricia for a free package of information on key strategies and steps to take to make the most of an escape from Cubicle Nation.

We are available to speak at your organization or association on what it takes to become an entrepreneur and start your own business.

Call 403-932-5220

For more information about our Self Employment Program, [click here](#).

can and hold several webinars. As a result, I now have a publishing agreement signed and a book due out in September: *SHIFT! OUTSELL YOUR COMPETITION by Leveraging Trigger Events*. Authoring a book makes you the ultimate expert.

3) I Created a Market - Creating my own terminology means that when people check the web for any of the major components to what I teach - "Window of Dissatisfaction", "Trigger Event Selling", "Won Sales Analysis", "Emotional Favourite", "Trigger Event Referrals", "First Call Effectiveness" - I dominate the top 10, 20, and in some cases, even the top 50 Google search results. Test it out.

4) I've Protected My Market - I own 192 domain names related to what I teach. This makes it easy for people to find me and makes it harder for a copycat to market themselves: for example - TriggerEventSelling.com, TriggerSelling.com, Trigger-Event-Selling.com, WindowOfDissatisfaction.com, WonSalesAnalysis.com, EmotionalFavourite.com, FirstCallEffectiveness.com. I tried the Trademark route but found there were so many different classifications a competitor could use to copy Trigger Event Selling and because I would have to Trademark in so many different countries, I'd spend 20 times as much money applying for trademarks versus leveraging a large number of domain names.

5) I Continually State My Position - Polarize your audience. If you believe the best sales people make the best sales managers, SAY IT OUT LOUD. You'll create a loyal following that believes in the same things you do and you'll get extra exposure by being provocative. For instance, I say "THE SILVER BULLET IN SALES is timing - leveraging Trigger Events to get in front of the right person at EXACTLY the right time." Some people may disagree but even if they do, they remember who I am and that makes it more likely they'll notice me in the press and at some point come around because of what I call the "Lemming Effect." If a large group starts - or is perceived to have started - doing/buying something, others follow because they fear being left behind if they don't. For example, I recently did a webinar with over 1,400 registrants. Mentioning that when I

speaking and writing (notice I am mentioning it here) will have others wanting to know what they're missing out on. If YOU want to know what you're missing out on, you can access the webinar recording and handout by downloading the preview chapter of my book at www.TriggerEventBook.com.

6) I Seek and Get Exposure - This year my goal was to get 24 pieces of exposure (be interviewed, have a story written, be part of a podcast, etc) and of last week, half way through the year, I've just had my 24th piece of media exposure. Stating and restating your position will help you get more exposure. Ten pieces of exposure on smaller sites or niche outlets is as, if not more, effective than one piece of exposure in one major outlet. Check out HARO.com - Help a Reporter Out. It comes out three times a day and so far it alone has resulted in 5 interviews for me in the last few months. Getting exposure also helps me to increase the "Lemming Effect" I mentioned in #5 above. P.S. I also own the domain names LemmingEffect.com and TheLemmingEffect.com...are you beginning to see the picture ?

If you'd like to take advantage of Craig's "buy me a coffee" offer to spend half an hour getting one on one advice on how to apply these same principles to grow your own business, call him at 403-874-2998. Watch for Craig on the Dragon's Den next Fall!

Business Resource Feature

In each issue we feature business resources available in a local community. This time - all eyes are on Airdrie - voted one of the top 10 communities for small businesses in the recent June edition of [AlbertaVenture](#)

Airdrie - Business Resources

Airdrie has a great business community and provides excellent support for both start-ups and growing businesses. The City of Airdrie was one of the first to

sign on for BizPal - Industry Canada's one stop business permitting and licensing website. Check out all the business resources available on the recently launched [AirdrieNow](#) website.

The City also partners with the [Airdrie Chamber of Commerce](#) and [Community Futures Centre West](#) to bring a variety of seminars and speakers to the business community - many free or at low cost. The Chamber also holds an excellent business networking lunch featuring a variety of speakers and an Airdrie After hours quarterly event - great venues to promote your business.

Another great resources is The Business Link - although not physically located in Airdrie, [The Business Link](#) is an invaluable resource for researching an industry and obtaining statistics

Keep Those Cards and Letters Coming In!

Help make this magazine your own - what kind of advice and information will help make your business a success? Send us an [email](#) with your ideas.

Here's to your continued business success!

Your Community Futures Centre West Team