

Five Little Things Holding Back Your Business

You pour hours and hours of your time into running your business, but it seems like it never really gets you anywhere. You may have a great idea, a great product or a killer service, but there may be a few little things that are keeping you from reaching the next level. When you take a step back and identify those things, it can blow the door to success wide open.

Here are a few common things that trip business owners up on their path to success:



Bad Money Management

They say it takes money to make money, and more often than not, business owners have little grasp on managing their money or failing to keep accurate books. If you're one of them, it's time to seek the professional help of an accountant, or even dedicated software like Quickbooks.

Bad Location

It's all about location, location, location - especially for retailers - and there are a lot of considerations about location that can hurt your business. Do you have enough visibility to foot and motor traffic? Is your signage adequate to draw attention? Is a lack of access or parking keeping people off your doorstep? Think from the consumer's perspective.

Bad Service

Customers remember bad service just as much - if not more - as good service. If you're not supplying customers the kind of service that would turn them into evangelists for your brand, you're doing it wrong. Work on your customer experience with your team and strive to provide truly exceptional service every time.

Bad Marketing

If you're spending money for marketing that isn't producing results, you're just throwing good money after bad. Look at the tactics you're using and make sure they're reaching your target audience. If not, it's time to change course. If you're reaching the right people and they're not responding, perhaps it's time to look at your messaging.

Bad Website

In our digital age, customers are more empowered than ever to do research on products they buy and businesses they frequent. With consumers on the go constantly, having a mobile-friendly website is no longer optional. Is information that is useful to your customer easy to find? Is your site visually appealing? Does it give users on all devices a clean, functional experience? If not, it's time for a change.