

Ian M. Berkowitz

Where are you with your resolutions?

It is a little bit more than two weeks into the New Year; that means that you are 18 days into your resolutions. Three more days and it will officially become a habit because statistically if you can do something for 21 days straight you have the greatest chance of it becoming habitual after the 21st day. My last few articles have focused on what you should do to get a jump on the New Year and put various positive actions in motion to grow, improve or expand your business. Those of you who put the priority on expanding your business might be sitting in my government contracting seminar today in Boca Raton finding out the who, what, when, where and why of government contracting. For the lucky participants, congratulations is in order because by the end of the day today you will have eaten well, learned an immense amount of information on government contracting and will be well on your way to being a successful government contractor.

What about the rest of you? Have you started making a difference? Have you put something in motion and more importantly are you starting to see the fruits of your labor begin to bear fruit? If you couldn't make the seminar today than don't worry, there will be another one in February but don't blink away the month of January to improve your business because it is your best time for change.

I often see an interesting phe

nomenon happen to my clients from November to February. They review their performance for the first three quarters in the beginning of November. After their review, they begin to make some last minute changes to finish the year with a bang. Then before the winter holidays kick in they begin to plan a new and exciting New Year initiative. January 2nd rolls around and they start to execute on their initiative. Then a strange thing happens. They get caught up in the day to day operations, lose focus on their new initiative because the results are not coming fast enough and before they know it they are back to business as usual. If you are a healthy and profitable business, business as usual is not a bad thing. However, if you stick to your new commitments then you might tap into a new and easier way to expand your business and grow your revenue.

One of the easiest and most widely noted New Year's resolutions for business owners is to reconnect with old clients and customers and develop new ones. Sometimes you can easily forget the people who are not part of your day to day activities. However, just reconnecting with those who you know, but have not spoken to in a while, might be the quickest and most effective use of your time to develop new business.

You can do many different things to effectuate this resolution. Take out your list of prospects from last year who you



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could not bring in the door and let them know that they are on your mind to do business with this year. Call those past clients that have not reached out to you in a while and let them know you are ready for their business once again and would be willing to offer them a discount to make them active and steady. You can also start to go to that monthly breakfast or networking chamber of commerce meeting you slowly crossed off our schedule last year because you felt it did not give you its bang for the buck. Right now is the time to not lose sight of the meaning of those resolutions and put them back in motion. If you can get them back on track then the rewards will not be far behind.

Ian M. Berkowitz is a former attorney/advisor with the United States Small Business Administration in Washington D.C. During his tenure with the Federal Government he specifically worked in the areas of disaster relief for homeowners and businesses and government contracting. He is currently a practicing business and real estate attorney in Boca Raton. In addition to his law degree, Ian also holds a Masters Degree in Government from The John Hopkins University.