

Make more money, work less, and build your business around your life.

Ideal BUSINESS Ideal LIFESTYLE

Alberta FSS Member Builds a Business and Passes Down a Legacy



When Ken Straarup started his flooring business in 1985, he had no idea that he was actually building a legacy. He'd been working in the industry for a while, and decided it was time to strike out on his own. "I figured that if I was going to work that hard, I might as well work for myself," said Ken. And he certainly worked hard: he spent years building up Main Floor Carpets, working six and often seven days a week.

Ken joined Flooring Success Systems six years ago, after reading Jim's columns in Floor Covering News. After more than 40 years in the flooring industry, he believes that there is still always something new to learn. "I really like the webinars, especially being able to go back and watch them a different time or watch them again with your staff. It's good to have a different perspective on things. Even the little changes can make a big

difference in your business, and you can look at these new ideas and talk them over with your staff to find the best way to adapt them to your store."

And of course, training your staff is a key to the success of the program. You have to give your people the tools they need to succeed, the training they need to use those tools correctly, and the accountability to ensure that they are actually using those tools. That's why we offer webinars and scripts for the Design Audit, Referral Connections, and more.

Now, Ken is getting ready to hand the store over to his son, Jason. Fortunately, the business he's passing down isn't the 70-hour-a-week commitment that it was when Ken started. "Things are definitely easier time-wise than they were before – we've got weekends now! I think Jason is going to do great, but of course there are always challenges. I think the biggest challenge is that people get so busy working in the business, they don't set aside time to work on the business."

Flooring stores are so often a family business, and that makes it especially important to think about what you're handing down when you start thinking about retirement. If you haven't worked on building an ideal business, are you really giving your kids the life you want for them? Flooring Success Systems provides the strategies and the scripts to help business owners massively improve their margins and get their business on a solid foundation – whether it's your first year in the industry or your 40th.

Ken and Jason aren't the only people for whom Main Floor Carpets is a legacy. "We have clients we've been working with for generations: grandma and grandpa shopped here, then mom and dad, and now the kids are coming in. That's pretty cool. And now it's up to Jason and his wife to take the store and run with it!"



Massive Results Require Massive Action

So often, flooring dealers (and business owners in general) try out new strategies just a little piece at a time. They implement a little bit here, a little bit there... and I get why. It can be overwhelming to try to completely overhaul your business strategy, to teach your staff a new way of doing things and simultaneously try out a new management and marketing strategy.

I'm not saying that no one has ever found success by taking it slow. But in the vast, vast majority of cases, people take it slow not because that's the only way they can implement change, but because they're secretly scared of change.

Even when your business isn't going great, it can feel very comfortable. Sure, maybe you're constantly stressed, you're constantly riding that feast-or-famine roller coaster – but at least you know what to expect when you walk through the door every day.



“Change your mindset from “what is the best way to solve this problem?” to “what are all the ways I can solve this problem?”

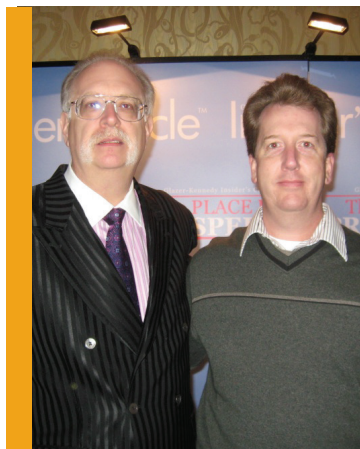
~ Jim Augustus Armstrong

There's a cure for that. It's called taking massive action. The problem with making all of these tiny little changes in your business is that it's hard to gain any kind of momentum – you spend so much time trying to make changes without making waves that you forget

the point of the whole exercise: to massively boost your revenue and rescue a struggling business. A massive change is exactly what the doctor ordered.

Here's how to fix it: Instead of making a bunch of small changes and waiting ages to see how they play out, jump in with both feet. Don't just make a single change; take massive action. Start with a single problem you're facing, something like "I need to get more prospects coming through my door." Then list all of the possible ways you can solve that problem:

- Send out a Connect Campaign
- Add all of your past clients to your Neighborhood Advisor mailing list
- Do a door-knocking campaign in a demographic area that works for your store
- Host a client appreciation event like a BBQ or a family fun event
- Get a booth at a home and garden show or other local convention
- Hold a contest or a raffle (partner with a realtor or carpet cleaning company on this!)
- Ask your network for referrals
- etc.



This is not the time to edit your thoughts or start trying to figure out the feasibility of any of these ideas – all you're doing is brainstorming. Once you've listed out everything you can possibly think of, pick the top ideas – **at least five of them** – and make a plan RIGHT NOW to start implementing all of them. Not one after another, all at once. When you need big changes, or you need fast changes, taking massive action is your go-to. It's not the time for half measures.

The goal of a massive action plan is not to find the “perfect” solution to your problem. Remember: perfect is often the enemy of good. Don't let yourself fall into the anxiety trap of dithering back and forth over your options.

Change your mindset from “what is the best way to solve this problem?” to “what are all the ways I can solve this problem?” You stepped up and joined Flooring Success Systems because you wanted to massively increase your revenue and build your Ideal Lifestyle. Massive action is how you get it done.

Photo above with Dan Kennedy. I learned all about taking massive action from Dan Kennedy, I had the pleasure of meeting Dan at one of his events a while back where he spoke extensively on this subject.'

30 Days to Freedom – Taking Off an Extra Day Each Week

Let me start this article with a question for you: When you read the title, did you think to yourself, “Yeah, sure, I wish.”? If your answer is yes, good. This article was written with exactly your needs in mind. I call my newsletter “Ideal Business, Ideal Lifestyle” for a reason – if you don’t have one, you can’t have the other.

The Flooring Success Systems program deals a lot with increasing revenue, since that’s a natural and necessary first step for so many flooring dealers. It’s an important part of building your ideal business. But it’s not all there is. At some point – and you younger guys may be surprised by how quickly you get to this point! – you start to realize that amazing revenue isn’t really that amazing if you never get to leave work to enjoy it.



“To achieve high levels of success, your staff needs the right tools, the right training to use the tools, and accountability.”

In this article and the next one, I’m going to walk you through a set of steps that will take you from “Gee, wouldn’t that be nice?” to actually achieving an additional day off of work each week and finally getting off that hamster wheel of doom forever! But first, I need you to commit to the idea that this is something you can – and will – do. However daunting it may seem at first, the reality is that you only need to outsource 8-10 hours a week in order to have a whole day completely free.

GETTING TO YOUR “WHY”

Understanding why it is you want the additional time off, and getting into

the right mindset is step one, and the most important part of this transition you’re about to make. People often joke about Americans and our “Puritanical” work ethic, but the reality is that many people really do feel bad about themselves when they’re considering working less.



Typically, when I start talking to flooring dealers about working fewer days each week, they have a couple of objections. The first is some variation on “But how will everything get done if I’m not the one doing it?” The second is a worry that their employees will think that they’re lazy, that it’s unfair, that they shouldn’t be taking that additional time off. You have to get clear in your mind the idea that you do deserve this additional time, that working less than 40 hours isn’t a moral failing. After all, you’re the business owner, and the risk of running the business is on your shoulders.

If you want to commit to taking an extra day off each week, don’t start off by thinking about work. Instead, start by thinking about what you’d like to do with your newfound free time instead of working. Maybe you want to take your kids to the beach more, practice your fly-fishing, start a band, learn to ride a motorcycle. The point is that when you’re thinking about taking the extra time off, it’s not about running away from work – it’s about running toward your Ideal Lifestyle.

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MAKING A LIST

If you want to free up your time, you're going to have to delegate some tasks. And before you can do that, you'll have to figure out just what it is you do all day. Many of us spend so much of our time running from fire to fire that it can be tough to keep track of what our "responsibilities" are vs. what is actually occupying our time. So before you delegate, make a list of EVERYTHING you do:



- Marketing
- Answering the phones
- Answering staff questions
- Responding to emails
- Selling
- Design Audits
- Payroll
- Initial home measures
- Price quotes
- Product ordering
- Warehouse management
- etc.

In addition to listing your responsibilities, try to track how much time you're spending on each activity. To get an extra day off, you'll need to free up 8-10 hours worth of your time each week. That might be achievable by training a staff member to handle just one of your tasks, or it might mean spreading out some of your tasks across multiple staff members. But if you want to get free of that hamster wheel of doom, one way or another you have to move past the productivity-sucking mentality of "If you want something done right, you have to do it yourself".



"Move past the productivity-sucking mentality of "If you want something done right, you have to do it yourself."

Don't forget to check back next month for part two of this article, where we'll talk about how to delegate tasks successfully, so that they're off your plate and out of your mind.



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