

Ideal **BUSINESS** Ideal **LIFESTYLE**

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

FSS member learns how to work less **and** let his business work for him

A decade ago, Dan Ginnaty was in a rough spot. The recession had been hard on everyone, and the flooring industry was no exception. And while Dan's store wasn't quite on the verge of shutting its doors, there were times when he almost wished it would. The business he'd loved his whole life – from helping his father at work when he was five years old to buying the store in 2002 – suddenly felt more like something he was tied to than like somewhere he loved.

"It was one of our toughest years in business," recalled Dan. "I was working incredibly hard, incredibly long hours. It felt like we weren't getting anywhere; there was no ROI for our time or our money. My wife told me she felt like a flooring widow."

It's a situation many flooring dealers can relate to. Sometimes it's because of a sense of, "If I want something done right, I have to do it myself." Sometimes it's because there's not enough room in the budget to hire help. But most of the time, it's because flooring business owners are wearing all the hats, trying to figure out marketing and sales strategies and bookkeeping and inventory and more – all on the fly, all on their own, all while being in a million different directions at once.

If that feels like an impossible situation, it's because it is one. And that's how Dan felt, too. "I knew we had to do something different, or close," said Dan.

Flooring Success Systems was that "something different." Following the Core 3 strategies, and practicing time-blocking, allowed Dan to regain control of his business. As he put it, "Joining FSS has almost been about working on me as much as anything else – learning to delegate, streamlining our processes, systematizing things to catch mistakes."

The best part about joining FSS, according to Dan? "Time management. We still get things done, but we know exactly what we're doing and why. And now I've been able to experience my grandkids' lives in a way I didn't always get to with my kids."

Come back next month to see what using one of the Core 3 strategies did for Dan's business.



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

By Jim Augustus Armstrong

Here's a challenge: if I asked you to, do you think you could take off an extra day every single week?

For most flooring dealers, the answer is no. Who would deal with inventory, sales, returns, bookkeeping, or any other tasks (excuses?) the dealer uses to keep themselves chained to the store 50-60 hours per week, or more?

And yet... there are dealers who accomplish this, and more. FSS members have cut their work hours from 70 to 35. They get to spend their extra time fishing, or acting, or coaching little league, or just hanging out with their families. Now, for a dealer to go from 70 hours per week to 35, major shifts usually have to happen, both in the business and in the dealer's mindset. Today I want to talk about one of those shifts: delegation.



Three must-haves for successful delegation

Many business owners are uncomfortable with the idea of giving someone else control over an aspect of their business. But if you want to have a life outside your store, at some point you have to do it. There are steps you can take to insure that your employees successfully handle the tasks you delegate, and give you peace of mind that things are being done correctly even when you're not around. Those three steps are:

1. Providing the **tools** to accomplish what you're asking.
2. Providing the **training** to use those tools correctly.
3. Holding them **accountable** to ensure they use the tools they're given.

The tools. In many cases, the tool can be as simple as a set of written instructions, or manual. (The manual could be as short as one page.) For example, let's say you open the store each day, and you want to delegate that task so you can arrive later in the day. You would create a list of instructions, along with a checklist of things to do. This could include disarming the alarm, turning on the lights and store signage, making coffee, etc.

If you're currently doing a lot of selling, use the Design Audit sales process to easily delegate this.

Training. In the case of opening the store, the training is as simple as showing your employee what to do one time. In the case of the Design Audit, ongoing *weekly* training is important because it's a skill that takes time to develop. However, as this skill grows, your sales person will generate more income for your business, so this weekly training is actually huge profit-generator for your business.

Accountability. Hold employees accountable to follow the procedures for the tasks you delegate. If they are opening the store, accountability is as simple as checking to make sure they did everything on the checklist. In the case of the Design Audit, accountability means insuring they are using the Design Audit process on every client, tracking their closed sales ratio, and tracking their margins. When it comes to the Design Audit, all three of these steps—tools, training and accountability—can be accomplished during your weekly sales training. The Design Audit boot camp video on the member's site goes into detail on how to hold effective, fun, and profitable sales trainings.



You may be surprised by how your business prospers when you begin taking an extra day off each week. FSS member Craig Bendele has told me numerous times, "The less I work, the more I make." Other FSS members say the same thing. This happens because as these members move low-value tasks off their plate, they are able to spend much more time working ON rather than IN their business. So even though they are working fewer hours, the hours they are working are high-value.

When you delegate—and take an extra day off each week—not only will you be invigorated by the break from work, but your employees will also be empowered to take ownership of their new tasks and feel more pride in their work. And that's an important step to creating your Ideal Business and Ideal Lifestyle.

SHOWER THOUGHTS

“ Peer pressure as an adult is seeing your neighbor mow their lawn.” *By -slickset-*

“ A different version of you exists in the minds of everyone who knows you.” *By Mauveinex*

“ Accidentally liking someone's post while snooping through their profile is the digital equivalent of stepping on a twig while sneaking through the forest.” *By DragonBrigade*

“ 'Go to bed, you'll feel better in the morning' is the human version of 'Did you turn it off and turn it back on again?' ” *By W0rdN3rd*



Systems: The Key to Creating Your Ideal Business and Ideal Lifestyle

When you first start your business—or take over an existing one—you often have to wear a lot of hats. You have to hire staff, market your business, make sales, handle customer issues, complete payroll and stay on top of inventory and accounting. Eventually, however, most of these tasks should be delegated.

As you delegate, you can't afford to reinvent the wheel every time a task needs to be done. You have to have systems in place so tasks get done on autopilot (e.g. without your direct involvement), otherwise you'll spend all your time dealing with tasks and never have the opportunity to focus on actually building and growing your business.

That's why written systems are so important. Remember: if it's not written down, it's not a system. You've got to get it out of your head and onto paper (into your computer) so that it can be effectively delegated and removed from your plate

We provide you with done-for-you systems. Instead of trying to figure it all out on your own, we give you a system for selling (Design Audit), a system for generating immediate referrals from your currently-booked installations (Referral Connections), and a system for staying in touch with past clients (Neighborhood Advisor). We provide you with the training (videos on the members site, monthly live webinars), the support, the scripts. All you have to do is implement (and we do a lot of the implementing FOR you), and you're on your way to success.

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