

# Four Traps to Avoid as a Business Owner

***If what you know and do is the basis of your business' success; then it's what you don't know or don't do that's limiting its growth from what it could be.***

Here are some typical traps that result in your business achieving less than its full potential.

## ***Trap #1: Are you too involved?***

Do not be too involved in serving customers and/or clients. No part of your business should be dependent on you having to be there.

## ***Trap #2: Is your business vision impaired?***

What is your vision for the business? This is a question you should be well prepared to answer. You need to ask the same question of your employees and key managers. If your staff members offer inconsistent answers it is a sign that the future of the business is in your head.

## ***Trap #3: Are you asking your customers why they do business with you?***

If your customers answer by describing the benefits of your product, service or company in general, that's good. If they respond by explaining how much they like you personally, that's bad.

## ***Trap #4: Are you mystery shopping?***

You need to know how your clients/customers perceive your business. Pose as a customer, visit your website, or come into your company to understand what it feels like to be one of your customers.

Make sure the experience your company offers a stranger is tight and consistent, and try to avoid being personally involved in finding or serving brand new customers. If you are the key to wooing new customers, this could be a future indicator that business will dry up when and if you ever leave.

***Helping business owners protect, preserve and pursue more value from their business, more tax efficiently! ®***

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