

Millionaire **INSIDERS**



Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

After building and selling multiple businesses, Millionaire Rick Day decided it was time to put his experience to use by helping others grow their business. He has learned so much in his 25+ years of starting, growing and ultimately selling his own businesses he found himself becoming an advisor, investor and a leader. Though he still considers himself a student, he's putting his ideas to use today by continuing to assist new business owners grow their business. It's his passion and what he loves.



02 Head First Into The Brass Tacks of Your Business with Rick Day

□ WHAT'S YOUR MISSION...WHY ARE YOU IN BUSINESS?

A Mission Statement is an important tool for your business. Its function is to define your reason for existence and provide a path for your organization. Not only does your Mission Statement provide clarity for you and your team, it serves as a tool for long-term decision making.

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TAKE ACTION NOW:

Ask yourself the following questions: Why are You Here? Who Are Your Customers? What are you offering them? Think about the broader picture of your business and write down your answers.

□ DID YOU CAPTURE THE MAJOR ELEMENTS OF YOUR BUSINESS?

A quality Mission Statement captures the major elements of your business from the right perspective. It speaks from the perspective of your customers, clarifies what you're doing and the motivation behind your actions.

TAKE ACTION NOW:

Read through what you have written down and ask yourself: Are your thoughts coming from the perspective of your customer? Are you providing a clear picture of what they're going to gain from doing business with you?

□ TIE IT ALL TOGETHER IN YOUR MISSION STATEMENT

Create your Mission Statement by summarizing your final thoughts into a few succinct sentences. Your final Mission Statement can be broad but make certain you, your customers and your employees know why you're in business and what you're there to accomplish.

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TAKE ACTION NOW:

Create your Mission Statement.

□ ORGANIZATIONAL CHARTS

Now that you have your Mission Statement written down, it's time to visually document the organization of your business. An Organizational Chart provides a decision making structure, allows your team to know where they fit into your business and their responsibilities.

06

TAKE ACTION NOW:

Visualize your business as a machine, how does it happen? As you think through the process logically, document it so your business structure is clearly laid out.

□ MAKE YOUR MISSION AND ORGANIZATION VISIBLE

Once you've created your Mission Statement and Your Organizational Chart it's time to share the information with others. If you have a team, your Organizational Chart ensures they are clear on where they fit in and what you're trying to accomplish together. Your Mission statement should be shared with both your team and your customers to define your overall purpose for being in business.

07

TAKE ACTION NOW:

Share your Mission Statement and your Organizational Chart with your team. Post Your Mission Statement on your website, as well as within your business so it serves as a reminder.

FINAL THOUGHT

Capturing the essence of your business through your Mission Statement and the organizational flow with a clear Organizational Chart provides clarity for anyone involved with your business. Both tools are important to your business and provide a clear picture of your product or service, marketplace position, growth potential and the passion that drives it.