

Dear Valued Member,

Increase Your Chances of Success Manage by the Numbers!

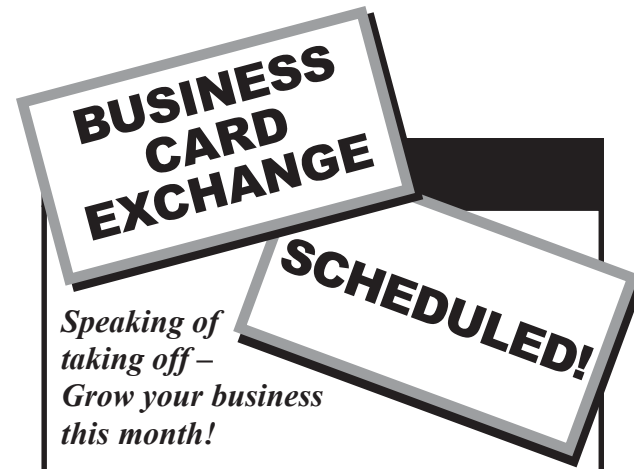
When the New York Giants win a football game, how do we know? We keep score. How do we know that they are qualified to make the playoffs? We track their past results and compare team totals at the end of the season. Good coaches of teams that don't make the playoffs dig further into their individual stats and see where their team fell short and how they compare with other teams in the league. If a team ranks 24th in the league against the pass, they focus on making changes and improvements to their pass defense. However, the only way they can identify the problem is by analyzing historical data.

The same is true for any small business owner. You need to have a tracking mechanism in place, obtain accurate information, and compare it to past results and industry benchmarks. Now you have a plan to move forward. Be sure that you track all key points, then analyze those measurements to make sure your business is moving toward its business objectives. Common sense, right? Well, it is amazing how many business owners don't keep score of their business results.

Every business has different measurements to track and analyze. Find out what the standards are for your industry and benchmark your results against them. Establish a baseline and begin improving it. Many feel they "know" these numbers without tracking them. You will be amazed at what these numbers will tell you! Numbers don't lie (if tracked properly); this knowledge will make it easier to plan your business strategy by removing the guesswork out of decision-making and help establish priorities. What is your score when it comes to revenues, quality, on-time performance, efficiency, and customer satisfaction?

If you have employees, get your team or staff to become familiar with your business objectives. Share results monthly or quarterly and get everyone involved. Make your business objectives everyone's objectives and manage by the numbers!

There is an old saying that you can put in stone:
"If you don't track it, you can't manage it!"



Speaking of taking off – Grow your business this month!

HERE ARE THE DETAILS!

Tuesday, September 14th, 7:30 pm
Hotel Esplanade
 109 Route 36
 West Long Branch, NJ
 732-229-9000

All GMS Members & Guests are Invited!

Cost: \$0, Zippo, Nada!

Directions: Take Route 18 to Route 36 East towards Long Branch (approx 3-4 miles)



7,500 + in attendance!

We would like to send a special thanks to the entire BlueClaw staff and especially – Brandon Marano, Director of Operations. It is important to note that Clint Wolfecotte (former marketing director) has moved on from the BlueClaws by taking advantage of a new career opportunity that was too good to refuse. Both the BlueClaws and GMS wish him all the best and thank him for his excellent service over the past 4 years. Brandon is our new contact and is a joy to work with.

2004 G.R.O.A. Contest
Come in 1st and win \$1,750 • 2nd gets \$750!
REFERRALS NOW 200 G.R.O.A. POINTS!

July Winners!

Did you know that your chances of winning a prize in the GMS Guess-3 contest are almost 80%? All you need is 1 out of the 3 numbers and you are a winner! In July, movie gift cards for 2 were won by: Core Fundraising (twice), Serico & Dubnik PC, CPA's, and Business Impressions. For details on how to enter our monthly contest, use a GMS member and see January's GMS newsletter online!



Core Fundraising
 Cartridge Renewal Systems
 Serico & Dubnik, PC, CPA's
 Annmarie Sgroi- Real Estate Agent
 Temprite Inc.

Ink jet & cartridge recycling for charities & cash
 Ink jet, copier, and fax cartridge replacement
 Accounting and Tax Services
 Real Estate purchase and listing services
 Heating and Cooling Services

(732) 780-0208
 (732) 845-9497
 (732) 280-7730
 (732) 536-2228
 (732) 299-5625

3475 points
 2675 points
 1525 points
 1300 points
 1050 points



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NOT A MEMBER YET?

If you are a quality business owner, becoming a member is easy. All you have to do is call or email us and set up an appointment where an owner of GMS can meet you in person. We have met every business owner in an effort to protect not only the reputation of GMS but also the reputations of every member in our network. It also allows you the opportunity to get to know us personally. When we hand your business card to someone, the potential customer feels much more comfortable with the referral.

For further information on:

The GMS Network, visit:
www.givemeservice.com

GMS Web Design, visit:
www.gmswebservices.com

GMS Web Hosting, visit:
www.gmswebhosting.com

New Jersey's Quality Small Business Network!

**GIVEME
SERVICE
.COM**

28 Court Street
Freehold, New Jersey 07728
Ph. (732) 761-9991
Fax (732) 761-9901
info@givemeservice.com

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August 2004