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November 2012



Issue: 3



Upcoming Event

Business Owner Workshop

**Thursday
November 27, 2012**

The 51 Fatal Business Errors and How to Avoid Them:

From his work with thousands of business owners from around the country, author Jim Muehlhausen has identified the key mistakes business owners make that keep them from being as successful as they want.

Join us for a lively discussion on the errors and put your company in position to succeed in 2013

All attendees will receive a complimentary copy of his book

[Click here to hear what past attendees have said about the workshop](#)

For event information or to register:

November 2012 Newsletter

Back by popular demand

Together with our partner, [The BancCorp Bank](#), we are sponsoring the **51 Fatal Business Errors Workshop** on Tuesday November 27th at The Corinthian Yacht Club of Philadelphia from 8:00am to 11:00am.

Participants will learn:

- WHY you can't pay your mortgage in excuses
- THREE errors that cause high turnover
- SEVEN errors that will directly reduce profitability
- TWO errors that will never let you raise your prices
- THREE errors that will cause you to lose customers

With a special presentation by The Bancorp Bank on the THREE things you need to do TODAY to make SBA financing work for you

When we did this workshop this past February in the Press Box at Lincoln Financial Field we had over 100 business owners attending. As promised, all attendees were able to leave with at least TWO actionable ideas they could put to work immediately.

This workshop will be more intimate and takes place in the historic Corinthian Yacht Club of Philadelphia. A beautiful club just south of the Philadelphia Airport conveniently located right off of Route 95. In addition to the workshop and breakfast, you'll have the opportunity to tour the historic clubhouse and see their collection of rare marine artifacts.

This is a great opportunity to think strategically and creatively about your business as we head into 2013 and to network with other CEOs and business owners.

All attendees will also receive a complimentary copy of the book *The 51 Fatal Business Errors and How to Avoid Them* by Jim Muehlhausen

Complimentary seats are still available (a \$75 value) so please visit our registration page and reserve your seat today <http://ceofocus-philadelphia.com/event/the-51-fatal-business-errors-workshop/>

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I look forward to seeing you on the 27th. Please send me an email or just call if you have any questions.

Sincerely,

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The E Myth comes to Philadelphia

[Blog Post - Part 1](#)

"The vision was all but gone in most. The zest for the climb had turned into a terror of heights ... Exhaustion was common, exhilaration rare. But hadn't all of them once been entrepreneurs? After all they had started their own business. There must have been some dream that drove them to take such a risk...

Where was the entrepreneur who had started the business? The answer is simple: **the entrepreneur had only existed for a moment.**"

Michael E. Gerber, The E Myth Revisited

Have you read the E-Myth? If not then go out and buy it today and read it (or call me and I'll send you a copy). Michael Gerber, through clear and simple writing, shows us all how to make small businesses successful, satisfying and profitable.

As he notes, we are all entrepreneurs when we take the plunge and start a business but since most small businesses fail, success is no sure thing.

"What do owners of extraordinary businesses know that the rest don't?" Michael Gerber asks in the introduction, **"People who are exceptionally good in business aren't so because of what they know but because of their insatiable need to know more."**

If you've read this far then I assume you have that insatiable need to know more. [In the first of a three part Blog post](#) I pull from the E Myth the key points I apply in my work with businesses here in Philadelphia.

Client in Focus - Folk Design Group

Over the past nine years, John and Carolyn Folk have build a very successful business as owners of number of Great Clips salons in

the Philadelphia and New Jersey region. With 10 locations and 90 employees they run a tight ship and focus their energies on making sure their customers receive a great haircut.

After years of aggressive growth, John and Carolyn joined CEO Focus to see how they could drive more profit from their operation while maintaining a consistent growth model. While they had access to both other industry groups and regional franchise groups, the opportunity to have their own board with a diverse group of business owners gives them an outside perspective they could not get elsewhere.

With a marketing partnership in place with the Philadelphia Union Soccer team, lease negotiations underway to add more locations in 2013 and several new programs designed to grow sales, the Folk's have big plans for their Great Clips Salons and stylists who deliver a great customer experience.

www.greatclips.com

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