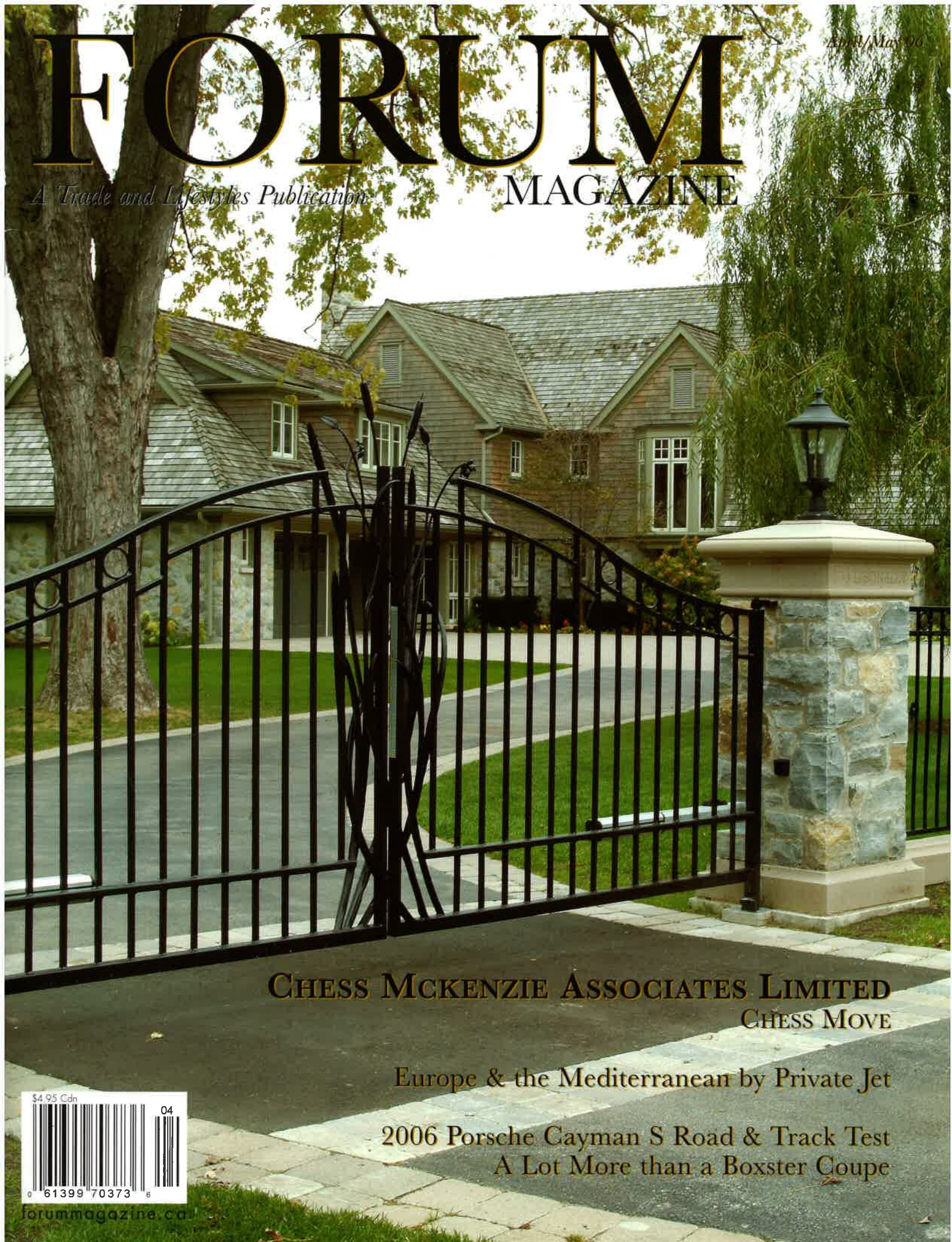


FORUM

A Trade and Lifestyles Publication

MAGAZINE

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CHESS MCKENZIE ASSOCIATES LIMITED
CHESS MOVE

Europe & the Mediterranean by Private Jet

2006 Porsche Cayman S Road & Track Test
A Lot More than a Boxster Coupe



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CHESS MOVE

"A great building must begin with the unmeasurable, must go through measurable means when it is being designed and in the end must be unmeasurable." ~Louis Khan ~

by Smith Corindia



Photos by *Marta Heceson Photography*

for Chess, he would opt for the more opportune venture when he took a job to work for a developer who was building some of the grandeur cottages that were taking fold. Anticipating that he might contribute by way of hammer and nail, Chess was somewhat disappointed when he realized that he would be delegated to the role of coffee fetcher and broom pusher. By the time he was given the opportunity to bang in a nail or two - summer would already be over and once again school would take precedent. From one menial summer job to another - at the age of eighteen, Chess' future path was about to take shape - working in a warehouse as a shipper, Chess' duties were quite simply putting the product in boxes and packing them with newspaper, before they were labeled and then sent off. It wasn't until the monotony of this routine had worn him down to ponder his situation - when suddenly his attention was captured by the very newspaper he was holding that

1970. The Muskokas.

For some kids, the Muskokas meant, summer vacation, cottage life, swimming, fishing, boating and maybe even a summer romance - however for others like the eager and wide-eyed Chess McKenzie whose family had dwelled in these here parts, it meant that when school was out - he was looking to shore up those weekly allowances with a meaningful summer job. You would think that a position as a Camp Counsellor or a job at the Marina would be more in line for a thirteen-year-old kid, but



What You Must Do for One Whole Day, Every Week for Your Business

by Stephanie Ward

Do you experience periods of feast or famine in your business? Do you only think about marketing when you realize you are running low on clients? Do you have some steady clients but you'd love to have more? Or are you still struggling to barely reach your key business goals? If any of these situations describe you, and you are serious about making some changes, I have an idea for you. First, a few more questions.

Be honest, how much time do you

spend on business development, activities to sustain and grow your business? How often do you take action to develop your business? Do you do it randomly whenever it occurs to you? If you are like many business owners you are planning to do it later, when you have more time, after you have finished all of the urgent things you are doing that keep you so busy. How's that working for you?

It won't happen unless YOU make it happen. The key is to plan it and do it consistently.

You've probably heard this quote from Einstein before and it is worth repeating here - "Insanity: doing the same thing over and over and expecting different results."

So what will it take? I am asking you to spend one entire day, each week (even better if it is the same day each week) on business development. This will allow you to avoid distractions, stay focused and get into the flow of what you are doing. If you can't set aside an entire day, you can break

it up. Just make sure you are spending at least 20% of your time on business development which means you will need to track how much time you devote to it.

If you are a solopreneur it is up to you to do this. If you realize that you haven't been doing enough business development, and you know you never will, consider outsourcing. If you have employees, you can choose to be the one to do this or you can delegate it someone else. No matter what, it must be done and done consistently.

Spending one whole day on business development every week will force you to rethink how you are spending your time. You will need to start thinking about creating solid systems and leveraging everything you do so that you can get more done in less time. You never know, you may even discover that there is much more business than you ever realized and that it is time to add more people to your company!

So what are effective business development activities? Here is a short list to get you started:

- Contact prospective clients with your offer (direct mail, e-mail, call).

This one is rather obvious and yet we somehow always find a way to avoid it. Be courageous and get into action.

- Ask existing clients if they can refer you to new business.

Existing clients are hopefully happy with your products/services otherwise they wouldn't be clients. Because of this, they are likely to want to help you if they can. It's your move to ask.

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