

## **How To Salvage *More* Millions From Your Small Business**

We never stop learning. I am proud to say that since I wrote my first book, *How To Salvage Millions from Your Small Business*, in 2001, I've learned so much more about business.

Of course, I sold my auto salvage operations to Ford Motor Co almost a decade ago (can you believe it?), went on to complete an oversubscribed private stock offering to fund the startup of a world-class salvage auction in Fort Worth, selling it to Copart only three months after it opened.

Since then, countless speaking and consulting engagements have taught me so much. And my recent venture, renting exotic cars has helped me to learn all about the Internet and search engine optimization.

Many of you have read my first book. After two reprints, and licensing in South Vietnam, Czech Republic and China, I have updated it, adding a lot of new material, much of it particular to the recycling business. The new book is available now at [www.salvagingmillions.com](http://www.salvagingmillions.com). You'll find exciting new material on topics such as:

- Decision-making
- Leadership
- Business planning
- Improving productivity
- Finance and tax issues
- Strategies for promoting your business in today's marketplace
- A hidden source of wealth for recyclers and other business owners.

One of the most important things that I have learned is about strategic planning. Strategic planning is something that most small businesses just don't do. In their defense, they aren't good at it, and frankly, they are shot out of bed on a rocket and don't have or make the time to do it right.

Unfortunately, not planning properly ends up costing many small businesses dearly because they fail to direct their efforts at those things with the largest payoff and they waste time doing things that sound planning would drop from their do-lists.

There is no substitute for good planning. Do you already have your written plan in place for this year?, Are executing against it?, Are you cycling back over and over to consider where you are versus where you said you would be? If you aren't where you want to be, I hope you're considering the best way to get yourself back on course.

Soon, 2010 will be over, ancient history. Plan now, and make this year your best one ever. Early in my business career, I learned that unless you plan doing more of what you have been doing only gets you more of what you've been getting.

If you don't have your planning done yet, open your calendar and set aside the time with your key people to produce a written plan for the rest of the year. Be sure to include measurable goals and deadlines. Do it today and begin charting the direction of your business, rather than responding to events.

I would love to hear from you about the difference your strategic plan is making for your business. Start today!

As a promoter of my businesses, I have had to become a web expert. Now I'm helping other small business owners. I'll be glad to share some of the dos and don'ts of **creating an effective business web site** with you.

Remember only you can make business GREAT!

Ron Sturgeon, founder of [Mr. Mission Possible](#) small business consulting, combines over 35 years of entrepreneurship with an extensive resume in consulting, speaking, and business writing, with 3 books published and 2 more expected in 2010.

A business owner since age 17, Ron sold his chain of salvage yards to Ford Motor Company in 1999, and his innovations in database-driven direct marketing have been profiled in [Inc. Magazine](#). After the repurchase of Greenleaf Auto Recyclers from Ford and sale to Schnitzer Industries, Ron is now owner of the [DFW Elite Auto](#) suite of businesses and a successful real estate investor.

As a [consultant](#) and [peer benchmarking](#) leader, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plain-spoken style, providing field-proven, high-profit best practices well ahead of the business news curve.

Ron is a web expert, but he is also an expert in helping all types of small businesses become more successful and more profitable. He has helped owners in industries from restaurants to law firms with a wide variety of business issues, including sales, promotion, production, financial measures, business strategy, and planning for start ups. Whatever your unique challenges, Ron can help.

To inquire about peer benchmarking, consultations, or keynote speaking, contact Ron by calling 817-834-3625, by emailing [rons@MrMissionPossible.com](mailto:rons@MrMissionPossible.com), by mailing 5940 Eden, Haltom City, TX 76117, or online at [Mr. Mission Possible](#).