



Hi Roman, Here is your October 2018 edition of Gator Bites with ideas and tips to help grow and improve your organization.

FEATURE ARTICLE: Hidden Potential

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Success, real success, is helping other people be successful.

Pass it On

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Your Hidden Potential

When my grandchildren turn age 11, I take them on a trip to visit national parks. In late May 2018 my granddaughter Mary Alice and I visited Meteor Crater, the world's best preserved meteorite impact site on Earth. Located in Northern Arizona near Winslow, Meteor Crater is the breath-taking result of a collision between an asteroid traveling 26,000 miles per hour and planet Earth approximately 50,000 years ago. It is nearly one mile

across, 2.4 miles in circumference, and more than 550 feet deep.

The site is privately owned and has a large visitor center. The tour guide said there had been no rain in the area since September 2017. He also mentioned there was a major expansion to the visitor center in progress. The primary focus of the expansion was more bathrooms since the number of visitors was overwhelming the bathrooms. I asked him about the source of water for the bathrooms since this area is desert and there had not been any rain in 9 months. He said, “Looks can be deceiving; underneath the area is a huge aquifer containing an enormous amount of water.”

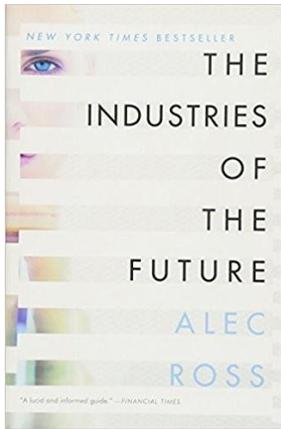
Sometimes your potential, like the water under Meteor Crater, is hidden beneath the surface. You have everything you need to succeed and reach your goals! How do I know that? Because you have a virtually unlimited capacity to learn. Tap your hidden potential and learn whatever you need for success. You may not like some of your business functions such as accounting or marketing. TOUGH!! Successful people do what unsuccessful people are not willing to do. You do not have to be an expert in all your business functions, but you do have to manage all of them whether or not you like them. You may be shy and have trouble meeting people. TOUGH!! You can learn to overcome your fears and shortcomings if you are really serious about accomplishing your goals. The only thing holding you back is YOU. Keep on learning and you will succeed!

Click here for more articles: [Click here](#)

Quote of the Month

“Everyone has the will to win; it’s only those with the will to prepare that do win” – Mark Cuban, “How to Win at the Sport of Business”





Book of the Month:

Industries of the Future by Alec Ross

Alec Ross gives some great insights and perspective on future opportunities. You will want to take advantage of his insights.

INSPIRATION - Shake off Your Problems

A man's favorite donkey falls into a deep precipice. He can't pull it out no matter how hard he tries. He therefore decides to bury it alive. Soil is poured onto the donkey from above. The donkey feels the load, shakes it off, and steps on it. More soil is poured. It shakes it off and steps up. The more the load was poured, the higher it rose. By noon, the donkey was grazing in green pastures. After much shaking off (of problems) and stepping up (learning from them), One will graze in GREEN PASTURES.



Dr. Tina talks with Coach Roy about success in life and in business.

[Listen to the interview](#)



DWIT AWARDS

Gator Bites is pleased to announce the DWIT award to people who **Do Whatever It Takes to help the business community and other businesses succeed.**

This month we recognize Ron Kirby. Ron owns the Low Country BNI franchise which encompasses Hilton Head, Bluffton, Beaufort, and Charleston, SC. When Ron started there was one chapter in the Bluffton/Hilton Head area. Now there are 8 thanks to his tireless efforts. Ron is passionate about helping small business people succeed and works with an amazing energy to do whatever it takes to help them. Ron, you are a true DWIT!! Thanks for all you do for all of us.

[Click here](#) to email me with your nominee for a future DWIT award.

Words of Wisdom by Don Reinke

Don Reinke has extensive business experience having owned several successful businesses. He submitted his 13 keys to success. We'll pass along one each month.

6. Learn how to sell the sizzle



Productivity Tips

Dr. Melissa Gratias is a Productivity Psychologist and an expert in getting organized. She has a wealth of information on her website about improving your productivity and a great monthly e-news letter. Her website is: <https://melissagrattias.com/>. You can sign up for her newsletter at: <http://eepurl.com/bRuAXj>

COLLECTIONS TIPS

Greg Bennett is a CPA on Hilton Head Island, SC. Based on his experience with other companies; he says that now in his own businesses, "I simply do not have a problem collecting receivables." Greg shares his eight secrets for collecting receivables.

4. Assess finance charges at the allowable maximum rate under state law. Use these as bargaining chips if the client will pay you in full upon notification of delinquency unless they are a habitual offender, then I do not waive finance charges at all. I've never lost a client to finance charges being assessed against their delinquent balance. The goal shouldn't be to earn money from finance charges; the goal should be to collect the original delinquent receivable ASAP, and train clients to recognize that you will assess finance charges but that they may not always be waived, notably if they are habitual offenders. Waiving finance charges, in a friendly manner, leaves a positive perception and a feeling of victory to the client, when really it is the vendor that is victorious. Perception is powerful but can also be dangerous, so use it wisely and within confines of the law.

Stay tuned to future Gator Bites for Greg's other tips.

Improve Your Business Writing Skills - Low Country Non-Fiction Writers

Do you write any kind of non-fiction? "Nonfiction" refers to literature based in fact. It is the broadest category of literature. Categories include biography, business, cooking, health and fitness, pets, crafts, home decorating, languages, travel, home improvement, religion, art and music, history, self-help, true crime, science, technology, memoirs, and humor. Non-fiction writing includes: Reports, Articles, Blogs, Books & booklets, Operations Manuals, Brochures, etc.

The Low Country Non-Fiction Writers meet monthly at the Bluffton South Carolina Community Library on the 3rd Tuesday each month at 6 PM. Meetings always end at 7 PM because the library closes. Monthly presentations are recorded and available at our website: [Click Here](#). There is a wealth of information on the website.

We look forward to seeing you at a future meeting.

STAPLES Advantage Money Saving Idea

In 2010 we partnered with Staples to create Rockwell Purchasing Association (RPA) so small businesses could qualify for commercial discounts. Your organization would have to purchase \$35,000/year to qualify for commercial discounts. By combining the purchases of our 100+ members, we qualify for 10-15% discounts. I've actually gotten as much as 40% but that isn't the norm. Contrast that with Staples Rewards, which is a retail discount program for individuals that gives 5% discounts. As a member of Rockwell Purchasing Associates (RPA), you can buy online or in any store in the lower 48 states. There are over 23,000 items in the RPA catalog. Not only do we have office supplies, but we have cleaning and break room supplies, furniture, technology products, logo items, and many other business services like printing and promotional products. Non-profit organizations are also eligible for membership.

Membership in RPA is FREE and there are no purchase requirements. To sign up click on [RPA](#) and start saving.



Is your business at a dead end? Gator Bites brings you tips and ideas to help you succeed. Share Gator Bites with your friends and help them be more successful.

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“Starting and running a small business is, to say the least, a tremendous challenge. We all know that a significant percentage of start-ups and small businesses fail, and that there can be many reasons for this. “One of the main reasons, without a doubt, is the wide range of skills required of the small business owner/operator. It is extremely rare that an owner/operators possesses all of the skills required, so it is essential that they both ‘know what they need to know’ and ‘know what they don’t know.’ The Alligator Business Solution provides an exceptional go-to handbook for the small business owner/operator. It thoroughly covers virtually all of the key elements around small business, from strategy and planning to organization and finance, as well as marketing/sales operations. “Most importantly, The Alligator Business Solution does all this in a manner that is approachable, friendly, and understandable. It educates without intimidating. The author, Coach Roy, does this in a refreshing and innovative framework by using ‘The Swamp’ and ‘The Alligator’ as the metaphors. The reader can find everything they need to know under topics such as ‘Swamp Fundamentals,’ ‘Finding Food in the Swamp,’ and ‘Swamp

Survival.' Business handbooks work best when they are truly handy, and The Alligator Business Solution certainly fits the bill here! I would recommend it heartily to any and all small business owners/operators who are smart enough to know that they don't know it all."

~ **Professor Mickey Goodman**

Professor of Business & Entrepreneurship,
Savannah College of Art & Design
Co-Founder and Principal with e2Advisors LLC.



Do you have an idea, best practice, or tip that could benefit others? Email me at rockwell@hargray.com and I'll publish in a future edition of Gator Bites and we will credit you.

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