



Here's your December 2018 edition of Gator Bites with ideas and tips to help grow and improve your organization.

FEATURE ARTICLE: SMARTS for 2019

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

Pass it On

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SMARTS for 2019

It's that time of year when we set our goals for next year. To survive in the swamp, you need SMARTS. Yes, you have to be intelligent about what you do and the decisions you make, but you also need the right tools. The concept of SMART goals has been around a long time but it is incomplete. I've added the letter "S." SMARTS goals are:

S Specific
M Measurable
A Attainable
R Relevant
T Time Bound
S Strategy

Specific

A goal must be specific; otherwise, you cannot determine if the goal has been accomplished or how to develop a plan to achieve it. Simply put, you can't hit a target you don't have. Your goals need to be clearly defined and specific as to what you want to accomplish.

Measurable

There has to be some measure to determine if progress is being made toward attaining a goal and whether the goal has been reached. A goal of increasing revenues by 15 percent is measurable

Attainable

Goals should be realistically attainable and yet a stretch. If they're too easy, no one feels a sense of achievement. If unrealistic, people won't be motivated. Growing revenues by 15 percent is probably attainable for most companies but also a bit of a stretch.

Time Bound

What is the target date for accomplishing the goal? If the goal is to increase revenues 15 percent, will it be this year or 10 years from now. Without a deadline for accomplishing the goal, there is no sense of urgency to get it done and no commitment to its accomplishment.

Strategy

Now, the all-important “S.” How are you going to achieve your goal? What is the plan? I often hear people state their goals, but when asked what their plan is for reaching them, they just shrug their shoulders. A goal without a plan for its accomplishment is just a wish and is rarely accomplished. Achieving any goal takes work *and* a plan. How are you going to grow revenues 15 percent?

For a more detailed discussion of SMARTS read *The Alligator Business Solution – Small Business Competitive Advantage*.

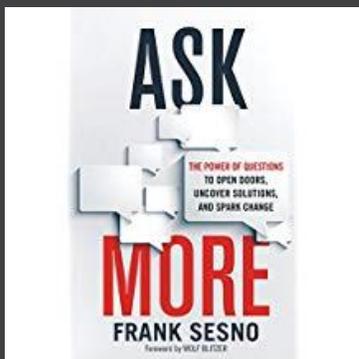
Gator Bite:

A Goal Without a Plan is Just a Wish

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

Quote of the Month

“Man who stand on hill with mouth open wait long time for roast duck to fly in.” - Chinese Proverb



Book of the Month:

Ask More by Frank Sesno

An Emmy-award-winning journalist reveals how to ask the QUESTIONS that make a difference. What hidden skill links successful people in all

walks of life? What helps them make smart decisions? The answer is surprisingly simple: They know how to ask the right questions at the right time. Questions help us break down barriers, discover secrets, solve puzzles, and imagine new ways of doing things. But few of us know how to question.



INSPIRATION

The Elephant Rope

As a man was passing the elephants, he suddenly stopped, confused by the fact that these huge creatures were being held by only a small rope tied to their front leg. No chains, no cages. It

was obvious that the elephants could, at anytime, break away from their bonds but for some reason, they did not. He saw a trainer nearby and asked why these animals just stood there and made no attempt to get away. "Well," trainer said, "when they are very young and much smaller we use the same size rope to tie them and, at that age, it's enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free." The man was amazed. These animals could at any time break free from their bonds but because they believed they couldn't, they were stuck right where they were. Like the elephants, how many of us go through life hanging onto a belief that we cannot do something, simply because we failed at it once before? Failure is part of learning; we should never give up the struggle in life.



Joel Rudicil talks about improving your marketing

[Listen to the interview](#)



DWIT AWARD

Gator Bites proudly recognizes people who **Do Whatever It Takes** to help the business community and other businesses succeed.

This month we recognize Marjorie Young

Marjorie shares her expertise with business owners around the country and generously gives her time to help small businesses. She is the owner of Carriage Trade PR. In 2006 Marjorie won Entrepreneur of the Year from the Savannah Area Chamber of Commerce. In 2011, Marjorie was named Savannah's Community Star by the Savannah Morning News and in 2013 The Small Business of the Year. She is the past president of SCORE, Small Business Chamber and the Small Business Council. Marjorie is a graduate of Leadership Southeast Georgia and Leadership Savannah. She currently sits on the SCORE Board and Hospice Savannah Board. Marjorie is the co-author of Women in Suits. She graduated from the University of Maryland with a degree in Journalism and minor in Fine art. Thanks Marjorie. You are a true DWIT and a blessing to the Savannah business community.

Email me at rockwell@hargray.com 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 keys to success. We'll pass along one each month.

- **Always seek opportunities and follow through**

MARKETING TIP

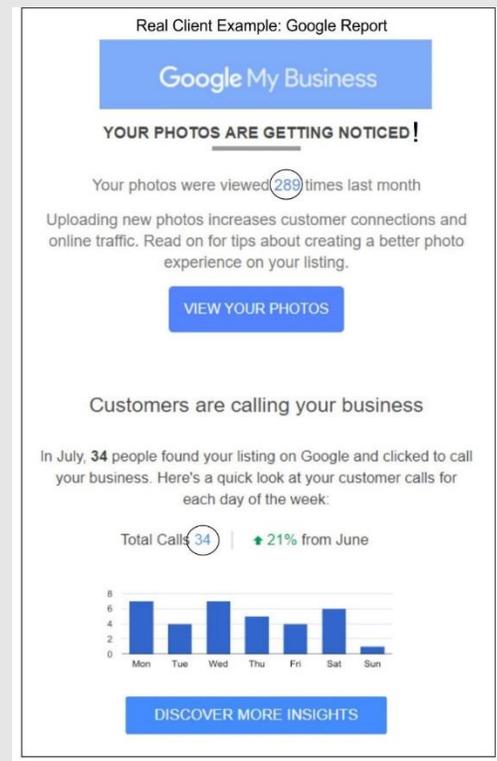
Are You Using This FREE Tool to Get Leads To Your Website?

Google is the leading search engine. it has grown to be the leader in search is by constantly improving the search engine programs to offer more complete search results for users. *Google My Business now offers these benefits to the business owner.*

Are you currently using Google My Business to share updates across the web about your business? *You should be!* Google My Business makes the largest impact by sending organic leads to your website! If you aren't posting content regularly, add this to your weekly to-do list.

Here's why Google My Business is a great tool for business owners:

1. **You control the content:** Google My Business has a post window that displays under your location on Google maps. Anytime you post on Google My Business, your content is displayed on Google. This gives you a voice to share your current offerings or services. You are in control of what you post, and Google shows it for free!
2. **You can easily update your contact information.** You can quickly update your website link, business hours, phone number, and services. You can also advertise special offers or special events! Anyone that looks up your business on Google will see this in the post window that you updated. It's a great interactive tool that clients truly appreciate!



3. **Your business becomes more visible.** Regularly updating your content on Google My Business gives you visibility throughout the web. You can post updates on Google My Business (just like you would on your company Facebook page). Google supports your posts on its platform and rewards you with free organic traffic to your website.

4. **You get a free monthly traffic report.** Google will send you *insights*, showing you how many people were driven to your website, and what they clicked on. These insights can show you how people are responding to the information you post. It shows you what posts worked, and what didn't. **SEE EXAMPLE ABOVE:**

5. **You can use the free “click to call” buttons.** Google allows you to set up buttons on your business page that show a “click to call” option, “click for more info,” “click to book,” and more. This is helpful for getting traffic to your website and getting calls to your business. The click to call buttons also work on mobile devices. *And did I mention...it's free!*

6. **You can manage your Google reviews from this portal.** We encourage each business owner to manage their reviews by reading and *responding* to them. Respond to the good ones by thanking the client for the review. Respond to any bad reviews by asking them to call your office so you can discuss it.

Remember to share a post every week on Google My Business!

**Celeste Simmons,
Big Social Marketing**

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.