Greetings!

Here's your November 2019 edition of Gator Bites with ideas and tips to help grow and improve your business or organization.

FEATURE ARTICLE
True or False: Find A Need and Fill It?

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Focus on the Objective, Not the Obstacle

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

Pass it On

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FEATURE ARTICLE

True or False – Find a Need and Fill It?

You’ve heard it before – to succeed you need to find a need and fill it. But is this old adage true? Well, yes and no.
When you started your business you did research to determine who your customers are, why they buy, and how many people or businesses need what you sell. Obviously, if no one needs what you are selling there is no point in continuing. However, there is a more critical question than “do enough people need what you are selling.” Do people want what you sell? This is one question you must answer before you consider opening a business or adding a new product or service. It isn’t a matter of whether people need your product or service; the question is, do they want it?

Business TIP - The War For Talent

Greg Parker, CEO of Parker Companies talks about the war for talent and how his company is coping with today's labor market. Watch The Interview

Quote of the Month

Beware of little expenses. A small leak will sink a great ship." - Benjamin Franklin

INSPIRATION

30 Women Pioneers Who Changed the World

I came across this article so for the next few months we will profile these amazing women.

Anna Bissell

Although it was her husband who invented the carpet-sweeping machine in 1876 and founded Bissell, Anna Bissell became the CEO of the company in 1889, making her the first female CEO in America. After her husband’s death, Anna was the one who took the sweepers to the next level with aggressive marketing. She traveled around the country selling...
sweepers and making deals with major retailers to carry the Bissell brand. Eventually, she took the brand international. She was also one of the first company heads to give workers pension plans and workers’ compensation.

If you don't want to wait for the future profiles, click here to read the Readers Digest article.

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**Book of the Month:**

*Love Is Just Damn Good Business*  
by Steve Farber

I didn't think I would enjoy this book but since it was endorsed by Dr. Ivan Misner, the founder of BNI (Business Network International), I decided to give it a shot. I was pleasantly surprised. The proven principles you'll find in this book will help you lay the groundwork for a thriving, competitive enterprise. When love is part of your organization’s culture, employees and customers feel genuinely valued.

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**Words of Wisdom**

**To Improve Your Team, First Work on Yourself**

Gator Bites welcomes guest columnist Chris Hervochon, owner of SOAR - A Better Way CPA. [https://betterwaycpa.com/](https://betterwaycpa.com/), 843-608-0298, chris@betterwaycpa.com

**How do small business owners manage risk?**

There are 6 major categories of risks you must manage.  
1. Casualty  
2. Strategic  
3. Client  
4. Product/Service  
5. Internal Control
Read the full article

WHHI-TV interviews Coach Roy about success and the biggest pitfall for small businesses.

Watch the interview

Money Saving Idea

Here's The Proof!

Below is a receipt from an actual purchase. While a 35% savings isn't typical on every purchase, you can expect 10-15% on most items in our catalog.

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. Several churches are members.

Membership in RPA is FREE, and there are no purchase requirements. To sign up, click on RPA and start saving.

Did you know you can order online through RPA and pick up at the
HUMOR

The prospective father-in-law asked, "young man, can you support a family?" The surprised groom-to-be replied, "Well, no. I was just planning to support your daughter. The rest of you will have to fend for yourselves"

CLIENT/CUSTOMER APPRECIATION

You appreciate your clients and want them to be successful, right? So why not help them out. The Alligator Business Solution has received 73 five star reviews and 16 five star reviews on Amazon from all types of businesses. **Click Here For Reviews**

What better Christmas or customer appreciation gift than knowledge and ideas on how they can be more successful and make more money. The book costs $20. What if you get one idea that puts $1,000 on your bottom line? That is a pretty good return on investment!

One of my favorite reviews came from Brad Tholen, Owner of
Horizon Home Inspectors, who stated “For the first time in my life, I understand accounting.” This is a complete user’s/success manual covering all the major functions of a business. Accounting is only one section of the book.

If you want to give the book to several clients or friends, I offer a quantity discount. Buy 5 books for $16 each or 10 books for $12 each.

What would be more valuable, giving a customer a hat, coffee mug, tote bag, etc. or knowledge to enable them to Make More Money? You can affix a sticker to the book with your logo and contact information so they will always remember you.

Order the book [HERE](#)

If you want a signed copy email me at rockwell@hargray.com

Here’s to your success in 2020.

P.S. Want 4 free chapters? Email me at rockwell@hargray.com.

P.P.S - Why is The Alligator Business Solution different from other business books. Because:

1. Written for small businesses. Most business books are designed for mega corporations
2. Interviewed 18 small businesses
3. Humor and stories teach fundamental principles
4. Engaging color graphics
5. Comprehensive—covers all major business functions
6. The author is cute - Ha, Ha

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**Risk Free Business Health Checkup**

Dr. Elizabeth Abell is an excellent dentist. She takes x-rays to spot problems beneath the surface. That x-ray, combined with her knowledge and experience enables her to diagnose problems because she knows where to
look, what to look for, and how to use the information. Similarly, we can look at your business and quickly diagnose areas where you can make more money because like Dr. Abell, we know where to look, what to look for, and how to use the information. Contact us today for a risk free checkup. If we can't increase your profits by at least $500, you don't have to pay us.

Get your business ready for 2020 with a Business Health Checkup.  Click Here

Contact us at rockwell@hargray.com or 843-597-4826 for a free consultation.

Need a speaker?

Most recently Coach Roy spoke at the Savannah CFO Council on Wednesday, October 23, 2019. For the 5th year in a row he was just invited to speak at the Institute of Management Accountant's international convention in June, 2020 in Atlanta.

Contact Roy at 843-597-4826 or email him at rockwell@hargray.com.

Gator Bites e-News is dedicated to the DWITS of the world. What's a DWIT? See the February 2018 edition of Gator Bites

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BOOK REVIEW - Cooper Glenn

“Why get an MBA when you can take a bite out of Coach Roy’s book. The Alligator Business Solution is entertaining Saturday morning reading and useful Monday afternoon reference material; and, it is an essential organism in the small business or any business habitat.”

~Cooper Glenn, CPA, CIA, CFF
For more reviews click here.

Click here to order the paperback or ebook

Paperback
Profits donated to Libraries For Kids

E-book
Profits donated to Libraries For Kids

COMING SOON - WEBINAR SERIES
We will soon roll out our new webinar series, Lurk, Lunge, and Chomp containing over 3 hours of ideas for improving your business and increasing profits. Owners of The Alligator Business Solution will receive first dibs at a special discount price.

Libraries For Kids, Int'l
Rockwell Business Solutions supports Libraries For Kids, Int'l which works to help rural schools in underdeveloped countries establish school libraries where there is no internet connection and limited
or no electricity. So far we have shipped books to 3 schools in rural Kenya and we have a list of 12 more schools in Kenya asking for our help. Profits from the sale of *The Alligator Business Solution* go to support Libraries For Kids, Int'l. For more information go to our [Website](https://www.rockwellbusinesssolutions.com/).

Please help by donating at [GoFundMe](https://www.gofundme.com/).

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**Promote your Business**

Gator Bites is emailed to over 1,900 people.

Do you have an idea, best practice, or tip that could benefit others and promote your business? Publish your ad or article in Gator Bites. For submission guidelines, Email me at rockwell@hargray.com, or call me at 843-597-4826.

Ads - $25/issue (discount for annual subscription)

Articles- $50/issue (discount for annual subscription)

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

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