Greetings!

It's a new year and I hope you are off to a great start.

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

Focus on the Objective, Not the Obstacle

FEATURE ARTICLES

Small Business Killer and Best Time to Sell A Business

- Business Tip - Your Phone is Listeningi
- Quote of the Month
- Inspiration - Women Who Changed The World: Ruth Bador Ginsburg
- Book of the Month
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- When Is The Best Time To Sell My Business - Guest Columnist Erich Schmid, CM&AA
- Money Saving Idea
- Humor
- Client Appreciation - Help Your Clients Be Successful
- Rebecca Vincent, reviews The Alligator Business Solution
- Libraries For Kids, Int'l
- Promote Your Business to Gator Bites 1900+ recipients.

Pass it On

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DIY Virus
Small Business Killer

The DIY Virus is insidious and often leads to the death of a small business and many personal difficulties. It invades our bodies, minds, and businesses and we often don’t even know it is there until it is too late. It leads us to believe we can do virtually anything even when we know we don’t have the skills and/or knowledge for the task. When our friends and mentors advise us not to proceed, the DIY virus leads us to discard their advice. What do they know? I can do it. Click HERE to read the full article.

GO TO PAST ISSUES

Business TIP - Your Phone is Listening

Check out this article from USA TODAY: You’re not paranoid: Your phone really is listening in

Click Here

Quote of the Month

"Customers will never love a company until employees love it first. Simon Sinek, Author of "Start With Why"

INSPIRATION

30 Women Pioneers Who Changed the World

JSTONE/SHUTTERSTOCK

For the next few months we will profile these
Ruth Bader Ginsburg

Sure, she was not the first female Supreme Court Justice—that would be Sandra Day O’Connor—but Ruth Bader Ginsburg was the second. Before taking the bench in 1993, she was a judge of the U.S. Court of Appeals for the District of Columbia Circuit. The Notorious RBG has been a strong liberal voice and a major advocate for gender equality and women’s rights through her work with the ACLU. She was a volunteer lawyer for them and launched the ACLU’s Women’s Rights Project. She was the first SCOTUS justice to officiate a same-sex marriage and is in the Women’s National Hall of Fame. Oh, and did we mention she can still plank with the best of them in her mid-80s? According to the biography RBG, the two-time cancer survivor works with a personal trainer and swears by a circuit training workout inspired by the Royal Canadian Air Force.

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:

The Amare Wave by Moshe Engelberg

A friend recently sent me this book to review. I liked because it takes a different approach to business success. Does success depend on defeating the competition or is it more about building up your employees and customers and treating people fairly and honestly? If you want customers to be raving fans and employees dedicated to company goals then this book is for you. Most business books have a flaw. They contain a lot of great content but by the end of the book you are overwhelmed with how to implement the books recommendations. The Amare Wave breaks that mold. At the end of the book there is a summary of the principles and concepts and how to implement them. If you are looking for a new and better way to succeed in business read this book.
Nothing in nature is stagnant. It is either growing or decaying.

When is the best time to sell my business?

Gator Bites welcomes a new guest columnist Erich K. Schmid, CM&AA, President of Business Intermediary Services, Ltd., an M&A advisory firm that represents owners of privately-held companies. Since 1985, Erich has completed over 160 transactions.

The #1 question I am most often asked is: **When is the best time to sell my business?**

The simple answer to a complex question is: When you are ready; and, only you can answer this question. The most frequently cited reasons for selling I’ve heard are:

- Retirement
- Burn-out
- The business has grown beyond the capability of the owner to manage
- Banks will not loan the owner more money to grow the business
- There is no successor
- Health
- Pressure from the spouse
- The owner receives an unsolicited offer

Here is the key take away: Every one of these reasons plus many more are valid reasons to sell. However, buyers have a different question and the owner’s reason for selling has little or nothing to do with a buyer’s decision to buy. Buyers are buying the future. Not that history isn’t important but the buyer is thinking about what they can do with the business.

Missing from the above list of reasons for selling is timing the market to sell at its peak. Why? Because it takes time to sell a business, usually 6 to 24 months. It is always easier to sell into a growth market. Once the market turns down buyers have a tendency to sit on the fence and wait for the market to start turning up. I can remember only once that one of my clients sold at the absolute peak of the market and that was not known until months after the transaction was closed. If you have questions about buying/selling a business please contact Erich or Roy, Rockwell@hargray.com, and Erich will address them in
Money Saving Idea

Here's More Proof - 41% Savings!

I just bought a printer. See the receipt below. While a 41% 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 store?
HUMOR
Where did Captain Hook buy his hook?

At a second hand store.

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 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!

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?

If you want a sticker on the book with your logo and contact information so they will always remember you, you must order it from me at rockwell@hargray.com

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 successful small businesses
3. Humor and stories teach fundamental principles
4. Short Chapters - 5 minute or less. Some only 1 page
5. Engaging color graphics
6. Comprehensive-covers all major business functions
7. Easy to Read - common comment of reviewers
8. The author is cute - Ha, Ha

Here is what Chiaki Tierney, Owner of Plumb Cabinetry says about how The Alligator Business Solution has helped her manage her business: Chiaki says

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Risk Free Business Health Checkup

Dr. Elizabeth Abell owns Harbor Point Dentistry in Bluffton SC. Dr. Abell diagnoses oral and dental issues 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 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

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**Need a speaker?**

Coach Roy has presented a variety of business topics in cities all across the country with rave reviews. His presentations are characterized by humor, stories, and great content. To book an engagement, contact Roy at 843-597-4826 or email him at rockwell@hargray.com.

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**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 - Rebecca Vincent**

“I find the book to be a good start for small business owners as well as start-ups – it is very easy to read and formatted in a way that it is easily understood. It gives the basics to a good and successful start for good business practices. I found you made an excellent point, from an accountant’s perspective, when you said ‘you don’t make money doing accounting, you make money providing products and services to your customers.”

~Rebecca A. Vincent, MBA

I Count4U Accounting & Tax Services

Savannah, GA
For more reviews click here.

Click here to order the paperback or ebook

**THE ALLIGATOR BUSINESS SOLUTION**

Paperback $19.95
Profits donated to Libraries For Kids

**BUSINESS COMPETITIVE EDGE**

E-book $9.95
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. Contact me at rockwell@hargray.com for details.

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 5 schools in rural Kenya and we
have a waiting list of 10 more schools to supply as funds become available. This picture is the kids at Kyallilini Primary School in Kitui, Kenya opening their shipment of books. Profits from the sale of *The Alligator Business Solution* go to support Libraries For Kids, Int'l. For more information go to the Libraries For Kids, Int'l [Website](#)

Please help by donating at [GoFundMe](#), on our website, or send checks payable to Libraries For Kids, Int'l to 15 Trescot Lane, Bluffton, SC 29909

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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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