

## TAKING ADVANTAGE OF BERMUDA 'S SMALL BUSINESS OPPORTUNITIES

Bermuda's reputation is one of an international business centre focused on re-insurance, captive insurance, and financial services. As a result a lot of focus in the media is on the implications of these activities, the costs of doing business, and the impact that these enterprises and their employees (local or foreign) have on our economy.

There is no argument that Bermuda's financial health is tied very closely to these companies and their activities. It impacts everything in our economy and affect our everyday lives in a very substantial manner.

Although there is no actual count of small business in our island home it is apparent to me that entrepreneurial activities are very significant. As in any economy small business plays a major role in employment, wages and salaries, and tax contributions as well as providing a broad range of services and products to the public and to the government.

Small business is really the backbone of our community and helps to ensure that we have balanced economy. All of our banking services focus efforts on the small business sector and the government is developing additional initiatives via the Bermuda Small Business Development Corporation to create new programs to assist entrepreneurs.

Opportunities abound in Bermuda for the action-oriented entrepreneur. Whether it be retail operations, services to companies, services to residential consumers, products new or old, there are market segments to be served. Bermuda is a consumer driven society and the per capita income allows individuals to use services in order to protect their family time.

In these current times small business is even more important to foster and help grow so that they become another engine of growth to get the economy back on track

Please forward to David any ideas you have on getting the small business engine on track.

All ideas are welcome.

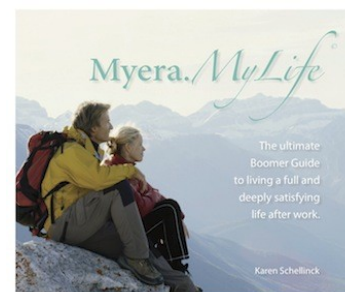
## GREAT BUSINESS BOOKS & PROGRAMS

**Myera. MyLife. The Ultimate Boomer Guide to living a full and deeply satisfying life after work.. - Author Karen Schellinck.**

Please contact us at 295-7832 to order your own personal copy of this great guide for your life.

Are you having concerns about your current financial capability. We will be offering a program in the near future entitled: MYERA@LIVEWELLONLESS. There will be a charge of \$45 for each attendee for this evening workshop.. Learn the secrets of using your money wisely.

Please call David at 295-7832 to learn more about this exciting program. And visit [www.myera.com](http://www.myera.com).



## "SURVIVING IN DIFFICULT TIMES"

### WHAT ARE YOU DOING TO ENSURE YOU ARE IN BUSINESS ONE YEAR FROM TODAY?



David Hills, CA, President of Small Business Advisors Limited

All of us are very concerned about the status of our economy in these recessionary times.

All of us have a choice to make; do we sit back and watch it all unfold or do we take action that starts a process of moving us towards recovery and economic growth.

I learned a long time ago that the following statement is inevitably true—  
*"To a pessimist an opportunity is a problem; to an optimist a problem is an opportunity".*

Which role will you choose?

The team at Small Business Advisors wants to work with people who want to make a difference and assist small business in the recovery. I have developed a booklet on this topic—  
*"Survival Guide for Small Business."* It covers:

1. Why you need to make a profit
2. Debt kills— reduce this burden

3. Reduce your cost of operations
  4. Look at your business as others see it
  5. If you were starting today what would you do differently?
  6. What is your Unique Ability?
  7. Create a Strategic Plan
  8. Develop a Marketing Plan
  9. Join SBA's Coaching Group
  10. Look after yourself
- Call for further information or to order a copy.

#### What's Inside:

#### Bermuda Business Coach™

Surviving in difficult times.

#### David's Dialogue

Our programs for entrepreneurs

#### Our Community

November is Diabetes Month.

What can you do to help?

#### SBA Email Booster Shots

A recent "SBA Booster Shot"

#### The Plate Spinner Syndrome™

Examples of entrepreneurs "out of focus"

#### Bermuda Small Business

Take advantage of Bermuda's opportunities.

#### Great Business Books

Some suggested reading to make you more effective.

### PLAN YOUR LIFE AND LIVE YOUR PLAN!

#### Contact Information

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*If you and I were to meet at the end of your life, what would have had to happen for you to feel you had optimized your money-making potential, enjoyed a great quality of life, and achieved your life goals?"*



## DAVID 'S DIALOGUE

We are also pleased to announce that our coaching programs are being reintroduced to assist small business to cope with the challenges that we currently face in Bermuda.

We will also be offering individual coaching to those entrepreneurs that feel more comfortable with this approach.

### Program One.

The Vision Transformation Process™ assists entrepreneurs in redefining their vision and mission for their business and provides them with tools to make the necessary changes to their business processes.

This is a four times a year program with the goal of assisting

entrepreneurs who want to survive and grow their business to learn new tools that they can apply in a confident manner in their business.

The costs for this program will be \$125 per session, payable in advance.

### Program Two

The second program is directed towards those people who are thinking of starting a new business.

This program will consist of six evening sessions over a period of six weeks.

The program focuses on ensuring that potential entrepreneurs understand the steps they need to take before they actually make the commitment of resources and time to start the business.

This program will cost \$750 for the six sessions.

We encourage all entrepreneurs to give serious consideration to getting assistance during these times.

It is important to invest in yourself!

For more information on all of these programs please contact the office at 295-7832 or email David at [dhhills@ibl.bm](mailto:dhhills@ibl.bm)



## AN SBA BOOSTER SHOT™

Innovation. The only real way in which our current economy will recover is through innovation. The best example and it is very apropos given recent events. With the passing of Steve Jobs a few weeks ago the world lost one of the best innovators. When he returned to Apple it was on the verge of bankruptcy. He found unique and innovative ways through his creative genius to build the company to virtually the most valuable business in the world. How did he do that? He first had his team (and he did believe in very strong teams) identify what his strong believers (ie. Apple users) really wanted from Apple and in their lives. The response was music. This led to the development of the iPod and iTunes and we all know what has happened since. We must be innovative in the way in which we approach our businesses. The status quo is long gone and only new bold initiatives will ensure that we see strong economic growth as we look into the future. What can you do in your circle of influence to create innovative solutions in your lives and in your community?

"I actually think there's actually very little distinction between an artist and a scientist or engineer of the highest calibre. They've just been to me people who pursue different paths but basically kind of headed to the same goal, which is to express something of what they perceive to be the truth around them so that others can benefit by it."

– Steve Jobs

If you wish to subscribe to our weekly Booster email David at [dhhills@ibl.bm](mailto:dhhills@ibl.bm) or go to [www.smallbusinessadvisors.com](http://www.smallbusinessadvisors.com)

## OUR COMMUNITY

### November is Diabetes Month

Do you know someone with diabetes? This disease, insidious as it is, creates havoc in our small community. Bermuda has a higher incidence than most places in the world. It is a health time bomb just waiting to explode in our faces and in our world. There are many people with Type 1 and many, many more with Type 2. The difference is that Type 1 do not have the same choices that those with Type 2 have. The latter is not only genetically related but more importantly, it is a lifestyle disease made worse by the choices that people make about diet and exercise.

Let's use this month of November to learn more about diabetes, to take action individually to get our own lives under control and to work within our community to help further the steps being taken to reduce the incidence and complications of this condition.

To hear an inspirational poem live go to [www.sixuntilme.com](http://www.sixuntilme.com) and view Kerri's poem. On the lower part of the home page. Thanks you Kerri.

## THE PLATE SPINNER SYNDROME™

If you are not familiar with my concept of the Plate Spinner then all you really need to know is that most entrepreneurs attempt to be "all things to all people" and get so many plates spinning that they cannot focus on what is the most important action in their life and business. For more information and to take our Plate Spinner Test visit [www.bermudabusinesscoach.com](http://www.bermudabusinesscoach.com) and take our **FREE TEST**.

In following issues of this Advisory we will be highlighting an example of a plate spinning activity and I encourage you to send me your ideas and observation to [dhhills@ibl.bm](mailto:dhhills@ibl.bm)

A great example – you go into a small business and the owner is typing letters and filing correspondence as they feel they cannot afford administrative help. The time spent doing this, given the value of the owner to the business, is significant. Try using a temporary agency to provide an administrative person 3-5 hours a week to do these kinds of things for you.

**[Focus on money making or rejuvenation time activities.](#)**