



# 13 Things For Small Business Owners To Do In 2013

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One of the greatest things about a new calendar year is that it allows business owners to take a step back and evaluate areas that they can improve upon for the coming 12-month period. This can be anything from improving on missteps of the previous year to expanding or growing your business. Below are 13 things that your business can look at to have a great 2013.

## **Revisit Your Business Plan**

Do you remember when you wrote your business plan? Perhaps the better question is do you remember where you put it? While it might seem like a daunting exercise, revisiting your initial business plan can be quite refreshing for you. Not only can you see where you have come, but you might also uncover some nuggets that you might have forgotten about that might help your business grow.

## **80-20 Rule**

Does your business follow the [80-20 rule](#)? If not, it might be worth taking a step back and evaluating what parts of your actions drive the most business and increasing focus on the ones that are bringing you the best returns for the least amount of effort.

## **Set Goals**

No one can push you as hard as you. So when you are looking to grow your business you should have something to strive for. This can be anything from increasing sales by 20 percent to adding 20 new customers. Whatever it is, try to best it and when you do, give yourself a reward like a bottle of Scotch...or an extra day off.

## **Increase Profits**

If you have ever watched the hit show *Restaurant Impossible*, you've probably seen how the host shows failing restaurateurs how they are losing money by not charging enough for their food. While you might not be in the food industry, you can still learn from this. Check out your services and costs of doing business, chances are, opportunities to increase your profit margin are there.

## **Improve Customer Relationships**

If we did not have customers, we would not be in business. The same holds true for you. Getting to know your customers better will not only build up your relationship with them, but can also help you be top of mind when

their friends ask for recommendations for a service provider. Now this can be done in a variety of manners, from in-person conversations to building up conversations on Facebook or Twitter.

### **Get Online**

We've seen numbers that suggest many small businesses are still not online—but one of the best places for customers to find businesses is online. If you are not online, you can't be found in a Google search, and you are losing business. Setting up a website can be done in minutes and can help you attract new customers or showcase your wares.

### **Go Mobile**

It seems like everyone nowadays has a smart phone. If you have one, you can also collect payments from your customers on the go with no more waiting on checks in the mail. Check out our evaluation of some of the vendors that allow you to [accept mobile payments](#).

### **Plan For YOUR Future**

We know that you have a lot on your plate with running your small business, but are you planning for your future when you want to retire? If not, check [out this post](#).

### **Get Techy**

One thing that you cannot take your eyes off of is technology. It changes our lives in an instant, and in a matter of minutes can be considered outdated. So it is important to stay up to date on what pieces of tech are vital to your business.

### **Is This Your Year To Grow?**

A new year is the perfect time to decide if it is time to grow in either in headcount or by moving your business to a physical location. Before you jump in with two feet it is important to run the numbers and make sure that you can afford either move.

### **Trend Watching**

Do you belong to an industry association for your business? If not, you should consider it or at least subscribe to an industry publication so that you can stay current with the latest industry happenings and trends.

### **Freshen Up Your Marketing Materials**

As the saying goes, "Out with the old and in with the new." Evaluate your marketing materials to see if there are any that need to be updated or retired.

### **Try Something New**

It is a new year, so let go of your inhibitions and try something new... social media, email marketing, a website, blog or re-brand your business. Change is good, so figure out what *new* means to you.

Source: <http://microbusiness.vistaprint.com/2013/01/03/13-things-for-small-business-owners-to-do-in-2013/>