



**Tony Shays**

*HelpingYourBusinessProsper.com*

**Creative Business Strategies**  
SOLUTIONS TAILORED TO YOUR BUSINESS

## **Do You Own Your Own Business Or Does it Own You?**

Many of us decide to follow our dreams and open our own business. We have a vision and an inner drive to see this dream come to fruition. Nothing can hold us back. We are not 9-to-5 people; we want more out of life.

We envision being successful, and after putting in some long hours at the beginning, we see ourselves having flexible hours, a reliable income, and a future asset for later years.

It all sounds wonderful – and it certainly can be. But what happens is that the business starts to take over our lives. The long hours we thought would be temporary seem to never end and our reliable income often gets used to “hold things together,” rather than going to us personally.

It is challenging enough in good times to be a small business owner. We are concerned about cash flow, how to create more demand for our product or service, how to attract more customers and clients and turn them into repeat business, how to cope with the larger competitor across the street or the small boutique that seems to have endless funds, how to attract, train, and keep good help, how to regain balance in our lives so we have time for family, friends, and activities we enjoy. And finally, how to achieve that peace of mind we all cherish.

Of course, what makes it even more challenging today is that these are not good economic times. The consumer has little confidence in the direction the country is headed and less discretionary money to spend than in the past. There also seems to be higher taxes and more regulations that impact our business.

Is there a solution to all of this? Yes, there certainly is!

Creative Business Strategies was formed to help you, the small business owner, get back to where you own the business, rather than the business owning you.

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