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Seven secrets of success

SMALL business owners need to close the gap between their personal goals and their business goals to achieve success.

Business owner and author of *Small Pebble Big Ripple* Ly Lim says many business owners run out of steam because they lose sight of the fact that their business should be a mechanism to help them achieve life goals.

She says every business owner needs to start out in business with a promise to themselves, to help them stay on track.

"The aim is to align your business goals with your personal goals so you can keep the business on track and in perspective."

Ms Lim lists seven secrets to business success:

1. Make a promise to yourself.
2. Keep re-inventing your business with new products and services.
3. Listen to your customers.
4. Automate processes and utilise technology.
5. Build alliances with compatible businesses.
6. Thank your customers for their loyalty.
7. Maintain a work-life balance to keep your energy levels high.

Carin Pickworth