

Ten Commandments of Small Business Success

- 1. If you use what you have, you have what you need.**
- 2. Before buying anything, ask yourself:**
 - Do I really need it?**
 - Can I buy it used?**
 - Can I borrow or rent it?**
- 3. Every day, tell yourself: "I can't do it all." Then get help.**
- 4. No matter how busy you are, take a break for lunch.**
- 5. Every day, see your business as others see it. Walk out of your office and walk back in again.**
- 6. Thank everyone you work with. Thank customers, clients and vendors for doing business with you.**
- 7. Use first names if it's appropriate. People like the personal touch.**
- 8. Take a few minutes at the end of the day to praise yourself for all you have accomplished.**
- 9. Forgive yourself for all your mistakes.**
- 10. At the end of the day, write down all the things you've completed. Then, list the things you need to tackle in the morning.**

Excerpt from Jane Applegate's "Succeeding in Small Business: The 101 Toughest Problems and How to Solve Them." New American Library, New York.