

INDA's Small Business Newsletter

Covering Issues That Affect You

January 2010

INDA SMALL BUSINESS E-REPORT

Welcome to the INDA Small Business e-Report. This monthly e-publication provides INDA members with insight and advice on operating a successful small business in today's nonwovens industry.

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INDA Publishing IDEA10 Newsletter to Attract Attendees

INDA is pleased to announce a new marketing tool to help IDEA10 exhibitors attract more attendees to their booths at the upcoming IDEA10 Exposition. INDA's Michael Jacobsen will be publishing an electronic newsletter that will be sent via email to thousands of potential IDEA10 attendees worldwide each month up until the show, April 27-29, 2010 in Miami Beach, Fla.

This is an ideal opportunity for all companies — and smaller business in particular — to gain the attention of present and potential new customers by highlighting new or improved products that your company will be showcasing at the IDEA10 exposition.

There is no cost for inclusion in the IDEA10 newsletter. All that exhibitors need to do to be included is to get creative and send information on and photos of products they want customers to see at IDEA10. A one or two paragraph description along with a photo of the product or products is all that is needed. The information should be mailed to mjacobsen@inda.org.

The IDEA10 newsletter began publishing on December 15th and runs through April 15th.

Top 10 Ways to Kick-Start Your New Year

As we start a new year — and a new decade — January is a logical time for reflections and resolutions. Here, from the editors of *Success* magazine, are some tips and ideas about how you can make 2010 your best year yet.

1. Expand your thinking with new experiences. Each month for 30 days in a row, commit to doing something new that you have thought about doing, but have not done, and notice how it affects your life. Some possibilities: do aerobic exercise for 30 minutes, listen to only positive music, don't read the newspaper, stop watching television, eat only vegetarian or raw food, verbally appreciate at least 10 people a day, get eight hours of sleep, meditate for 20 minutes, visualize your goals as already complete, do 20 minutes of yoga, read a self-help book every morning for 30 minutes, plan your next day's schedule and prioritized to-do list before you leave work, do five things every day that forward your No. 1 goal, spend an hour with your spouse, call one of your children on the phone, write a handwritten thank-you note to someone, drink 10 glasses of water, take a nap, listen to a motivational CD on the way to work. Start this month and do one activity for the next 30 days in a row and then assess how it has impacted your life.

2. Build value every day. Business is all about high-touch/ high-trust relationships. In this age of dramatic distraction, it's especially easy to forget that. People do business with people they trust and people who make them feel special. Create a ritual that ensures you reach out to three possible or current customers every day. This isn't about asking for the order; this is about adding value. The more people you help, the more

profits you'll see. Send them an article. Connect them with a business opportunity. Do something to help them close in on their greatest dreams. They'll soon help you close in on yours.

3. Practice the one-a-day principle. You can't delight everybody all the time but you can do something extraordinary for someone each day. Find a customer, colleague, relative or a friend each day and do something remarkable. Using the one-a-day principle will make your business and life remarkable.

4. Take stock and charge forward. Ask myself: What battles did I fight and not win last year? Are any of those battles worth continuing? Why didn't I win them last year? What can I do to win them this year? How can I make those things I liked most about last year happen more frequently?

5. Create an environment fostering your success. You might not even realize to what extent you are influenced—negatively and positively—by things and people around you. Start a journal to keep track of these influences so you can eliminate the negative and increase the positive. Nurture your emotional well-being by choosing friends who genuinely want you to succeed and who encourage you. Also, consider your environment—is your home or office dreary or energizing? And make sure to read and listen to inspirational and motivational material. Make it a point to go to funny movies or watch a TV sitcom that makes you laugh. Overall, whether it's gossip from co-workers, violence in the media, pessimism in your own thoughts or other influences, make conscious efforts to reduce your exposure to the negative. You'll see positive benefits immediately!

6. Write your top 10 goals for this year. Post them where you can see them for ongoing inspiration.

7. Increase productivity. Put the 80/20 rule to serious work. Focus on the 20% of your business that generates 80% of the revenue. If you're not sure which 20% of your business that is, it's time to do some customer analysis and learn the answer.

8. Refresh your network. Have a host of contacts you've lost touch with over the last few months? Pull up those numbers and refresh your network! Now is the perfect time to check in and keep your network working for you.

9. Slow down to speed up. It's easy to stay busy, moving as fast as you possibly can. But what's the point of spending your days climbing a mountain, only to realize at the end of this new year, you've climbed the wrong one? The best businesspeople are staggeringly focused on their vital few—those few priorities that will yield explosive results. And the way to build this type of business focus just might surprise you: Slow down.

If only for 30 minutes each day, slow down to think, plan, visualize and recite your best moves in a journal. You'll become aware of your biggest opportunities, your smartest activities and your greatest tactics for growth. With this insight and clarity, you can then take actions that will drive excellent results. Commit to making it your breakthrough year and slow down for a bit each day. Then you'll be perfectly prepared to speed up. And win in your business.

10. Write a not-to-do-list. There is a difference between being busy and being productive. On what are you wasting time? What are you doing that doesn't produce revenue? Here's a powerful exercise. In 15- to 30-minute increments, keep track of each of your activities during the workday. Do this for a week. Then annualize the total amount of time for each activity that doesn't lead to a sale or increased cash flow. How much more would you make per year if you did not do those activities any longer? How much more free time would you have for family? For health? Put those things on your not-to-do-list and pay people to help you with the stuff that doesn't produce the sales and lifestyle success you desire.

Keeping on Top of IT Issues

Backed up your hard drive lately? A report from CNNMoney.com tells you why it still matters. It seems, says CNN Money, that everyone focuses on headline-grabbing threats like viruses, phishing sites or hackers that turn our computers into "zombie" machines to attack others on the Internet, but ignores one extremely unsafe habit: not backing up your fragile hard drives. Most people's computers have never been hacked or seriously infected, but many have lost plenty of documents to defective drives. Actually, according to a *Fortune Small Business/Zogby International* poll, 76% of small business owners have lost information, with more than half of them failing to recover any data at all.

CNN Money talked to DriveSavers, a top-of-the-line data recovery service that can salvage, on average, 90% of any dead drive's files. It isn't cheap (average cost per drive: \$700), yet business is booming. According to them, despite the fact that we are moving into the era of solid-state drives, drives continue to fail. Even these solid-state flash memory products — now installed in cameras and computers like the MacAir — are going to die eventually.

We're also entering the age of cloud computing, with more and more data stored on remote servers maintained by outside companies. These server hard drives won't be solid-state any time soon; they're too large. And multiple hard drives in a single server have a tendency to fail simultaneously because they were likely all installed at the same time.

So back up your data. It may not be sexy, but it's essential now and will be for decades to come. Buy more external drives than you think you'll need. If you're on a Mac, use Time Machine, the backup software that runs in the background and comes free with the OS. If you have a PC, give WinBackup (\$50) or the free SyncBack a try.

Get your own house in order, and you'll be equipped to deal with whatever overhyped, headline-grabbing IT threat comes next.

The Art of Small Talk

Everyone has mixed feelings about walking into an industry cocktail party at the end of a long day of conferences or time spent on the trade show floor. But as a business owner, this is an essential part of running a successful business, and learning the “art of small talk” will help you as you mingle and network with colleagues and potential customers. Here are some tips from *Success* magazine:

- Ask questions. People like to talk about themselves.
- See conversations as an opportunity to learn more — about the person you're talking to, the world in general or a particular topic you may know nothing about.
- It's up to *you* to make the conversation interesting. Considering the above (people really only want to talk about themselves and you are looking at this as a learning opportunity), the key is to be ready with interesting and inquisitive questions.
- Ask specific and insightful questions, not ones that can be answered with “fine” or “good.”

Not good: How's your family doing? Or, How's the job going?

Good: How has your daughter changed in the past year now that she's in college? Or, what adjustments have you made to your business the past year because of the economy? What worked and what didn't? Looking back, what do you wish you had done differently?

Think about who you are going to be engaging with, and arm yourself with insightful and interesting questions in advance of stepping onto the front lines of the chitchat theater.

The result? As Dale Carnegie proved, you will be revered as a great conversationalist (even though you won't be doing any of the talking); your chitchat companion will feel fabulously enriched (they got to talk about the things they love—themselves and their life and observations); and you might just learn something you can walk away with and use to improve your own insights and life. Everybody wins!

INDA MEETINGS CALENDAR

[IDEA 2010 International Conference & Expo](#)

April 27-29, Miami Beach Convention Center, Miami Beach, FL

[INDA Nonwovens Course](#)

June 15-17, INDA Headquarters, Cary, NC

[World of Wipes 2010](#)

June 20-23, InterContinental Chicago, Chicago, IL

[Elementary Training Course](#)

July 20-21, INDA Headquarters, Cary, NC

[New Nonwovens Technical Conference](#)

September 20-23, Hilton Baltimore, Baltimore, MD

[Filtration 2010, International Conference & Expo](#)

November 30-December 2, Pennsylvania Convention Center, Philadelphia, PA

THAT'S ALL, FOLKS

We would love to hear from you. Just email us at [mjacobson@inda.org](mailto:mjacobsen@inda.org) to let us know how you are getting along.

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Editor