

BUSINESS RESOLUTIONS FOR 2016

By ROSHNI HANNON roshni.hannon@gmail.com

If you asked me a year ago, there is no way I would have been able to guess what this issue's article would be about. That's mainly because I had no idea what the coming year would bring. 2015 has passed and I find myself immersed in a small business venture. As a video storyteller and more importantly as someone who has been learning the ropes of running a small business, I recognize the need to make a few resolutions. It's important to ask what you want to achieve in 2016 for your small business. With that said, here are my top 10 resolutions for small business owners and entrepreneurs. I have come to realize that many of my goals in business are the same at home, so whether you run a business, a home or plan on doing one or the other I think you'll find these useful.

- 1. Focus on recurring revenue.** You may be thrilled to find any source of income, but some types of customers contribute more significantly to your long-term financial well-being. Focus foremost on customers who have the need and capacity to buy from you repeatedly rather than one-hit wonders.
- 2. Limit your time on social media.** Social media can eat up your day even when it's for a business purpose. Establish a time limit — I'd say 30 minutes maximum — schedule it for a specific time each day and then click off and get back to work. This one is big for home life too.
- 3. Put your electronic devices away.** Recent studies have shown that using an electronic light-emitting device (such as a

tablet or smartphone) before you go to sleep at night significantly reduces both the quality and quantity of your sleep. You need your rest to be at your best. So if you want to relax before bed, pick up a good old-fashioned print book. (You remember those, don't you?)

- 4. Get more help.** Your business may not be growing sufficiently because you are trying to do too much yourself. It's difficult to find good employees and contractors, but a great worker can truly help you grow your company significantly. Examine your operation for routine tasks that take too much of your time, and look for areas of business growth you need outside expertise to achieve.

- 5. Take care of your health.** Health is basic to all our other endeavors. If your body and mind are not healthy, you won't have the energy or capability to achieve business success. Make sure you carve out enough time to exercise, eat healthfully and get enough sleep. These are business necessities, not just personal indulgences.

- 6. Keep learning.** Attend conferences and workshops. Take classes. Watch instructional videos. Read. Attend Indo-US Chamber functions. Your business depends on your brain, so make sure you are continually expanding it. The world is changing, technology is improving and your industry is evolving, so you need to know what's going on to constantly improve your skill set.

- 7. Check your financial statements regularly.** In the crush of work — or from the fear of finding out bad news — many entrepreneurs hesitate to look too deeply and regularly into their financial reports: profit and loss, cash flow, aging accounts receivable and payable. Every week, perhaps on Monday or Friday, spend at least 30 minutes reviewing your financials.
- 8. Plan your day.** Every morning, make a "to do" list and keep it in front of you. Keep it reasonable and (mostly) achievable. Use a project management tool to stay on top of your tasks. My business uses teamwork.com

- 9. Send out your invoices.** You can't get paid if you don't send a bill, yet many self-employed consultants are too busy to get their invoices out on time. Better yet, accept credit card payments at the time of service or sales to eliminate invoicing.

- 10. Get involved in your Community.** Joining organizations like the Indo-US Chamber can get you connected quickly to great, like-minded people. It's not only good for your business, but if you ask me, it's good for the soul.

Here's wishing you and your small business a happy, healthy and prosperous 2016.



March 4th
2016

14th Annual Golf Tournament

WENTWORTH GOLF & COUNTRY CLUB

2990 WENTWORTH WAY, TARPON SPRINGS, FL34688



SPONSORSHIP LEVELS:

- Gold \$3000
- Silver \$2000
- Bronze \$1500
- Hole Sponsor \$400
- Beverage Cart Sponsor \$800
- Food/Drink Tent Sponsor \$1000
- Cigar Sponsor \$500
- Foursome \$500
- Single \$150

Registration & Lunch at 12:00pm
Shotgun Start at 1:00pm
Entry Fee \$150 per player
or \$500 per foursome
(see over page for details)

For additional details and Registration visit www.indo-us.org

For Additional Information Contact: Kamlesh (813-841-9216), Jal Irani (813-451-8229)

OUR SPONSORS



SPONSORSHIP INQUIRIES: KASH DARJI 813.841.9216 • SPONSORSHIP@INDO-US.ORG

MEMBER SPOTLIGHT



Robert Ong and Cheryl Pomer

MEET ROBERT ONG AND CHERYL POMER

AMAZON ONLINE EXPERT TRUSTED QUALITY PRODUCT GEARS UP

Trusted Quality Product (TQP) has successfully launched its online retail presence on Amazon.com within the last year. TQP was established to capitalize on the growing popularity and demand for online purchasing, particularly Amazon, while utilizing their digital marketing expertise in search engine optimization. The basis for success on Amazon is similar to understanding Google, with slight differences. Both employ unique algorithms that are centered around search.

For TQP, seeking products and determining their sale opportunity was the initial challenge. The fine balance was to find products that were popular with existing demand where differentiators could be employed to distinguish from other top sellers. In so doing, TQP's goal was to create its own brand name and presence. Through this, it could establish an identity instilling a loyal customer following that would grow organically over time. The two brand names under TQP that were formed were ProTech Defense and Power Funalia. With products in the electronic accessory market, that were helpful to daily living and health as core principles, these brand names seemed to be a perfect fit. Some of their products include: iPhone 6/ 6s and Plus glass screen protectors with its newest brand featuring anti blue light and anti-radiation

protection, which is the first and only sold on Amazon. They also have an organic skin care line called Morganna's Alchemy that has been featured on HSN and QVC in the U.S. and abroad.

The allure of selling online to the largest retail arena with geographic reach, logistics facilitation, and exponential growth made a lot of sense to TQP's principals, Robert Ong and Cheryl Pomer. Developing a solid customer service and going the "extra yard" in maintaining satisfied buyers will never be compromised. In establishing this online business, there were many complexities and details required to understand. As with any large platform that is growing at such a rapid pace as Amazon, there is the need to maintain a continual learning process of new and improved changes. TQP has also expanded its Amazon reach into the United Kingdom, Europe, and Canada with its eyes set on Japan, Asia, and Latin America. TQP's business has grown quickly into not only an opportunity for selling its own brand, but also proprietary brands and products from other sellers that have teamed up to capitalize on their TQP's extensive expertise.

For more information, contact: support@trustedqualityproduct.com and visit <http://www.trustedqualityproduct.com>



Upcoming Indo-US Chamber Event:

January Networking Event

Date: Wednesday, January 20, 2016

Time: 6:30 PM – 8:30 PM

Location: Centre Club
123 S. Westshore Blvd., 8th floor, Tampa

Guest speaker is Jairek Robbins, a performance coach and motivational speaker. He is the son of renowned life coach, self-help author and motivational speaker Tony Robbins. Robbins started his career in 2002 with Anthony Robbins Foundation. He then became a Results Coach at Robbins Research Institute. He founded Jairek Robbins Companies in 2010 and later started Rapid Results Retreat in 2011. He also is a host to a weekly YouTube segment entitled JRCtv. He has delivered a TEDx talk titled "A Simple Formula To Inspire the World To Live Their Dreams" in 2013. And he is the author of "LIVE IT!: Achieve Success By Living With Purpose. Clearly, this is not an event you should miss. This is a FREE event. No RSVP required.



INDO-US CHAMBER MISSION

"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."

INDO-US CHAMBER OF COMMERCE EXECUTIVE COMMITTEE

Jal Irani, President

Shaun Amarnani	Aakash Patel
Kamlesh C. Darji	Amit Patel
Jigish Desai	Vatsal Patel
Roshni Hannon	Lakshmi Sastry
Anitha Kancharla	Kuleen Shah
Neil Khant	Srinivas Vadlamani
Shyam Mundra	Francis Vayalumkal



P.O. Box 20232, Tampa, FL 33622

Phone: (813) 358-8384

Email: info@indo-us.org

[WWW.INDO-US.ORG](http://www.indo-us.org)