



Tip #18

The 4 Business Cycles for Entrepreneurs

Many entrepreneurs can use these cycles as signs to run a good business.

First cycle: January 1st

Establish your plan

Where do you want to go this year with your company?

Not only for the financial side but also for the results of your work. Do you want to make acquisitions this year? Do you need to liquidate this year? Will you have enough or too much staff?

A lot of people want to lose weight during this period, is it a perfect time to do some lean thinking for your company too? Prospect your clientele for the next business cycle, it can be a quiet time for some businesses as temperatures are not that good.

Second cycle: April 1st

**Strong seasons will come up,
Be prepared for blooming in Business**

This is the one I personally prefer because the temperature starts to be warmer, the days become longer and longer, and people want to SPEND SPEND SPEND. Do you have enough stock in provisions for this period?

Pay attention not to do impulsive choices or acquisitions during this period because you will feel just like the others :) A perfect time to hit the road and meet clients, perfect time to apply new changes in your company.

Third cycle : July 1st (preferably end of June)

The most risky season for all businesses.

Do like the ANT in the story and be prepared, don't be the Grasshopper.

It's the warmest season of all, school is finished and vacations will start for school, construction and many businesses that will take time off. BE PREPARED!!!

You must make sure that the vacation time is set with your team and your office so that they will be able to sell and respond to clients all summer long. It's always fun to take some time off as an entrepreneurs that work 70 hours a week, but your business can go down with only one bad cycle, and don't forget, this one is the riskiest one!

Make sure you have responded to all your clients, collected most of your aging account before most of the Grasshoppers leave for vacation. Unpaid bills during summertime could be crucial to a business. Make sure you have set and redirected your email if you take some time off. Make sure you that most was done before the 1st of July and you should enjoy a great summer even if you work a lot during this time. This will be the perfect occasion to do 40 hours a week instead of 70 and feel like as if you were in vacation.



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Fourth cycle: September 1st

The routine is back

Back to school, tv shows, vacations are done.

Now it's where you can close the real DEALS! It's a period where people love to network, They put some serious time into their business. From September to December you need to spend the most of the time of your year in that period for your business. Most of the people are confident that it's the season to sign up, it's the season to finally sign that contract or proposition they received earlier in the year.

Pay attention to a very important factor, the sun time will reduce dramatically till the 21st of December. It's easy to feel depressed or stop working for a long period. My suggestion is to either have a bright and colourful environment to work in, or if you have some clients in a Southern warmer environment then you should go there and pay them a visit.

Be conscious that less sun means less energy for the body. Do some workouts, go outside, take some breaks to relax and go back to work.

