

go figure



**10 YEARS
OF BLOOD,
SWEAT AND
TEARS &
STILL GOING
STRONG**

Lisa Martin

Go Figure

It was 2002 when I realised my calling. I wanted to help small businesses with what they needed most – the need for more time. I started Go Figure, a mobile bookkeeping company to help businesses create the time to get themselves ahead, and not worry about the financial aspects of the business. My business allowed them to work on their passion - their business. Making it to that 10 year mark has not been easy, in fact it has been quite the opposite. I knew that if I was to become successful I would have to work really hard to achieve my goal.

If there is one thing I have learnt while being in business, it is that you will be tested, setbacks and obstacles will happen - but never give up. Growing a business takes time, persistence, consistency, dedication and most importantly the ability to cope with change. Remember the first few years in any business will be hard, but with the right help and support you can get through those tough times and grow your business. Never be afraid to ask for advice and help from like-minded people who know about business, that is what they are there for.

If you want your business to be successful you need to focus on what drives you! Your passion and drive are sparked daily by your creative ideas and the excitement of doing what you do best! There is nothing more of a kill-joy than spending time on business efforts that, whilst are necessary, sap your energy and take twice as long as an expert,

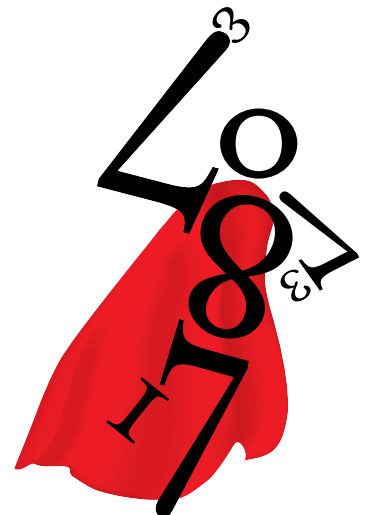
because you would rather be spending time on more creative pursuits. If you are determined and believe in yourself you will succeed. A lot of people forget how important marketing is for your business. Marketing is the key driver for producing new clients and growing your brand. It is important to choose a professional who understands your business vision and brand, ensuring your desired results are achieved.

When marketing your business be consistent the whole way through; if not your marketing strategy can be compromised. This will create a negative effect on your business, resulting in all the hard work of building the business brand going to waste. There is nothing more frustrating than a business or staff member saying one thing and doing another. Create a plan which is realistic, manageable and adapted to suit your business needs. If the plan is not working or things have changed within the business, it is time to revisit the goals and outcomes you want to achieve. By maintaining a brand promise, your business will stand out from the crowd and become a company people know and rely upon. One thing I cannot promote enough is making sure your business brand is consistent from start to finish.

10 years on my team has tripled and business is booming. It hasn't always been easy but helping businesses get on top of their finances makes the hard work worth it. It is definitely something worth celebrating!

10 YEARS
...and counting

The Superheroes of the
Bookkeeping World!



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