



# Connection Pros

Carol Burnett once said “Only I can change my life. No one can do it for me.” Harrison Ford was quoted as saying “We all have big changes in our lives that are more or less a second chance.” Maybe Christina Baldwin described it best by saying “Change is the constant, the signal for rebirth, the egg of the phoenix.”

When it comes to the world of business, there is nothing more constant than change. In this current tumultuous business environment, we are all looking for a better way to get things done. We are looking for ways to cut costs, increase production, build stronger corporate teams and, most of all, to increase profits. Those that stick with the status quo might be sentencing their businesses to a slow and almost certain death.

Many of you know that in past few months, I have made major changes in the way I do business. I changed my company name, my corporate identity, my topics, my products, my website and so much more. It took a firm kick in the butt by a good friend of mine to start making these changes but I’m already seeing tremendous results from these changes.

Someone who has never needed a good kick in the pants to make the change necessary in his business is Lynwood Johnson from Better Bankcard Services. Lyn says, “In every Olympics, we hear several interviewed athletes say something like; “I’m not competing against the others so much as I am competing against myself.” Doesn’t that describe the entrepreneurial spirit, as well?”

I’m constantly “raising the bar” in my business to better serve our clients. We’ve added a number of merchant service providers that puts us in a better position to match the



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strengths of a provider with our clients' needs. We identified a need for check recovery. It's a zero cost, market-leading concept that is so simple and scalable I wish I had invented it! Lastly, we're adding ACH (Automated Clearing House) services for more sophisticated clients, and we continue to search for ways to help our clients get paid faster and at less expense. It's the only way we know to stay ahead of the pack."

No one said that making changes was easy or painless. It takes a lot of guts to change from what has worked in the past to what might work in the future. However, change is inevitable. You either decide to embrace this fact or you just might find yourself unchanged and out of business. See you next month.