



# LETTER FROM THE EDITOR

**A**fter much anticipation, 2015 has arrived with many new promises to make and goals to achieve.

If you have planned accordingly and remained positive, this year should bring you and your business many fun experiences and reasons to continue looking forward. Even through the many trials and tribulations that you may have faced as a business owner or entrepreneur in 2014, setting goals and keeping your head up can help you reach your destination of success.

## New Year's Resolutions

You may have set some resolutions this year for yourself, such as shedding a few extra pounds or staying on an all-kale diet, but setting resolutions for your business can be equally as beneficial.

Resolutions are more than just achievements you want to complete throughout the year - they are goals and promises you are not only making for yourself, but for your business. On your journey to success, it is important to mark your achievements, even if you have encountered some failures along the way. Reaching your destination isn't always easy, but the journey is always a learning experience.

If you haven't set any resolutions yet, now is the time. Some example resolutions can include:

- I will attend more events that will benefit my business and allow to me build a bigger and stronger network.
- If my business has employees, I will spend more time listening to their ideas, suggestions and implement them.
- I will take risks and explore new marketing strategies that may not necessarily be common, but can allow my business to venture outside of the box.
- As a startup founder, I will do things that are challenging and not simply imitate the competition.

The resolutions you set in place for yourself and your business are intended to help you maintain a focus. It is important to set goals that you deem achievable. If you are setting standards

for yourself that you cannot reach or that are simply impossible to predict, you are going to let yourself down.

For example, avoid making resolutions that are going to downplay your achievements. Create goals that are reasonable and realistic, but will still allow you to feel proud of yourself even if your sales didn't reach \$500,000 this year.

## Outlook For 2015

Keeping a positive outlook for 2015 can help your business succeed and reach all of the goals you have set for your startup.

Because the economy is improving, this can give you a sense of relief and the motivation you need to launch your startup and keep your mind on the right track. While a positive outlook is imperative to the success of your startup, there are some other ways to stay on top of things during this new year.

- Commit to your startup. While it isn't necessary to live, eat and breathe work, it is important to maintain focus on the goals you are trying to reach for not only the year, but the lifetime of your business.
- Strive to better yourself in every way possible. This can help you keep yourself healthy and happy, which will essentially have a positive impact on your business.
- Remain positive but be aware that there are risks and failures in your future. Remember that you may encounter some failures and unexpected turbulences on your journey to success.

With all seriousness aside, the most important goal of 2015 should be to enjoy what you are doing and how you are doing it. If something isn't working for you, don't be afraid to try something new. Let's make 2015 the year of taking chances and making an impact in the world.

All The Best -

**TABITHA JEAN NAYLOR**

Editor & Publisher