



## Bogged down with time-wasters?

Do you have less and less time to spend on the parts of your business you enjoy doing? Do you even remember the spark, the talent, that drove you to set up your own business in the first place? How much of your time do you now spend on doing the things you enjoy, and that you are good at? Or are you bogged down with chasing bad debts, cold-calling, or endless paperwork?

Research has shown that it often works out more profitably for you to focus on the areas of your business that you do well, and to outsource what you don't do well, or simply don't have the time to become an expert in. Put simply, it's often cheaper, and faster, to get an expert to do it for you.

[Click here to view more information and make contact.](#)

## Marketing comment

Ever thought about sponsorship as a way of reaching out to potential customers? Sponsorship can create a very emotive and real connection with your audience that advertising, in most cases, cannot. The power of sponsorship lies in connecting with people through something they love - a sure-fire way to generate greater impact and more cut-through than traditional advertising.

## In Focus

"**Experience on Tap** allows us to have access to general management advice when we need it and has been particularly beneficial in providing project management for a critical development. The wide circle of trustworthy business contacts they offer has been very helpful. Our **Experience on Tap** advisor has made himself available at times that were not personally convenient

because of the international nature of our business. If you need experienced management and either can't afford or don't want a full-time senior manager, I recommend **Experience on Tap** as an excellent solution."

[Click here to find out how you can form a relationship with someone who can help.](#)

## > Tip Of The Month

Doing a presentation? Try adding a bit of humour, whether it be in a presentation, report, memo or conversation. It will make you more memorable and assist in establishing a rapport with your audience. In this modern age of information overload, 'real people' and humour works wonders. Try Google images for some ideas.

How about you? Do you spend less time working on what you enjoy and more on the technical details? We'd love to hear your thoughts. Send us an email [here](#).

If you or any business acquaintances would like to tap into our experience, please feel free to forward this newsletter. If you do not wish to receive any further newsletters, please [click here to unsubscribe](#). [www.experienceontap.co.nz](http://www.experienceontap.co.nz)

## > Joke of the month

At the board meeting:  
"All those in favour say Aye.  
All those against, resign."

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