

Question of the Month:

“What makes a successful entrepreneur?”



“First, one needs to know what their definition of “Successful” is. If Success has a material end result like Money, then it’s a constant battle to balance business. But if you choose PEOPLE and RELATIONSHIPS, you may not attain wealth on a grand scale like Bill Gates, but you will live well, have a great job, sleep well at night, and every day know that you have given your best to those who have been your support network.

So the most important attributes? HONESTY and INTEGRITY. Be Honest with yourself, and always be honest with others. Always be who you are, be compassionate and passionate at the same time and never be afraid to extend yourself to others; for every one that bites you, there are hundreds that become a reward. Be Respectful in every interaction and ALWAYS be true to your values. “

— Garry Baraniuk, All Secure Storage
www.allsecureministorage.com



Word on the Street

“Well developed self esteem (not to be mistaken by a well developed ego). Having a strong belief in oneself helps to keep the entrepreneur on course and resilient despite the naysayers and truth-slayers.”

— Angela Holmes,
Creative Employment
Access Society
www.ceas.ca



“One thing is to give with out expecting or demanding anything back, and truly believe with every fibre of your body that you are selling a great product and love your business.”

— Katherine Kirk,
Yummies & Gyros
Greek Café
www.gyroscafe.com



“A successful entrepreneur is a blend of many attributes, more than I realized before I became one! Drive. Passion and vision are vital qualities for any successful businessperson but without drive neither would come to fruition.”

— Kris Trudeau, Halftone Pixel
Website Design and Consulting



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The importance of a strong logo



Kris Trudeau, Halftone Pixel Website Design and Consulting

With the new year, we tend to look inward. With the best intentions, we resolve to stop, start, do more, do less or do better. Inner reflection is not limited to us personally, but is applicable to our businesses as well; it's as good a time as any to take inventory of how your business presents itself to the world.

While there are many public-facing aspects of your business, your logo is the foundation and needs to be strong to stand up to the task. Here are five quick questions you can ask yourself to test how well your logo measures up:

Is my logo simple and easy to understand? Your logo needs to be simple enough that viewers can instantly understand it should they only get a fleeting glance of it off vehicle graphics or a passing road sign.

Complicated logos can be hard to comprehend, and detailed logos may experience output problems if printed too small.

Does my logo fit my industry's visual conventions? Some industries have a certain look associated with them; most financial organizations use conservative colours and serif fonts, whereas fast-food restaurants will use trendier fonts and

“Complicated logos can be hard to comprehend.”

bright colours.

Over time, these similarities have been engrained in our subconscious as the norm. If a business doesn't fit our expectation of the norm, we instantly become wary. Some organizations defy this convention successfully — if your organization can pull it off, you'll reap the rewards of standing head and shoulders above your competition. It may be a long and expensive road, however, with significant marketing required to remind customers of your organization's amazing capabilities, despite its unorthodox appearance.

How many versions of my logo do I currently employ? Do you have a website displaying your new logo but a box of business cards with your

old one that you want to finish up before ordering more? If so, stop right now! Different logos confuse your viewers and will dilute your brand.

How timeless is my logo?

Was your logo created in 1994? Does it look like it was created in 1994? Unless you're selling antiques, it's more important now than ever to ensure your business looks up-to-date, knowledgeable and trustworthy.

Your customers want to know that your business is current, which they will assume if your logo reflects this.

A simple logo usually means a long-lasting logo. Timeless fonts (like Helvetica and Avenir) and simple illustrations will stand the test of time. Just look at the Nike swoosh, created in 1971, or the Coca-Cola logo, which is more than 100 years old.

If done right, your logo will nest itself neatly in your customers' minds forever. How much is that real estate worth to you? Don't underestimate the value of your logo.

Kris Trudeau is the owner of Halftone Pixel Website Design and Consulting (formerly PixelPoint Design and Consulting). She offers experienced and professional website and graphic design. Reach Kris at www.halftonepixel.com or 250.871.0623.

Tips for post-holiday debt re-payment



Mackenzie Gartside
Verico Select Mortgage

Most of us, especially at this time of year, have debts.

Our first priority should always be making the minimum required payments, on time, for all our loans. Once those are covered, start paying down debts with the highest interest costs first.

For example, credit cards typically have an annual percentage rate (APR) of 10 to 20 per cent, while a 'typical' mortgage APR is three to four per cent. So a dollar toward your credit card balance is going to be three to five times more beneficial than a dollar toward your mortgage.

If you're struggling to pay anything more than those minimum payments, however, you may benefit from a mortgage refinance/consolidation. This strategy is possible if you have built-up equity in your property (i.e. your property value is greater than your mortgage) and

involves borrowing extra money through a low-interest mortgage to pay off higher interest debts. The result is equal or lower monthly payments and faster progress paying

off your debt.

Find today's rates online at www.comoxmortgages.com. For a free debt review and mortgage consultation, call Mackenzie at 250.331.0800.

Massage therapy — the pain and the gain

Does therapeutic massage hurt? When will you feel results? Well, it depends... here's why:

Therapeutic massage can feel nice, mildly uncomfortable and sometimes painful depending on your natural pain tolerance and how your tissues react. You need to try it to find out, but keep in mind that you control how much pressure is used. Some believe in the 'no pain, no gain' adage, but it doesn't have to be a painful experience.

As far as results go, some people feel relief immediately while others experience some temporary soreness. This soreness is normal and will fade, to be followed by relief.

Of course, there are times when no change is felt at all, especially after one appointment. Generally, your first treatment will determine priorities, reactions and tolerances, while your second treatment is more focused on a clear goal.



Heather Saunders, RMT

You may also decide to try another massage therapist; his or her different approach and style may work better for you. Occasionally, therapeutic massage simply isn't the answer for a particular individual or condition, and other therapies need to be explored.

Heather Saunders is a registered massage therapist practicing at the Comox Valley Therapeutic Massage Centre. Her focus is promoting body awareness and patient education. For more free resources, like stretches, home care tips, articles, visit www.HeatherSaundersRMT.com or call 250.339.9912.