



JEFF SHAVITZ on  
**SMALL BUSINESS  
AhaMessages™**

140 Key Axioms That  
Every Business Owner  
Should Consider

Jeff Shavitz

An Actionable Business Journal

A THiNKaha® Book

Jeff Shavitz on  
Small Business AhaMessages

140 Key Axioms That Every Business Owner Should Consider

Book Excerpt

**By Jeff Shavitz**



**An Actionable Business Journal**

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Section II: How to Find Success in Small Business



## Section II

### How to Find Success in Small Business

After taking that leap, where to next? Here, you'll learn good practices to follow and mistakes to avoid to find success in your small business venture.

# 28

What drives you for success? Is it only money? Be introspective and really understand your answer. @JeffShavitz

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# 29

Know your numbers: Successful business people know every month how their company is doing (and it's not just a gut feeling). @JeffShavitz

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# 30

Be patient - creating a successful company rarely happens overnight. Never is probably a better word to use. @JeffShavitz

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# 31

Is your goal to amass lots of small accounts or a few big ones? I think you know the answer. @JeffShavitz

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# 34

Facts and numbers don't lie -  
you can't make it up. @JeffShavitz

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# 35

Why do you work so hard? There must  
be a reason. For me, it's "freedom."  
What's your answer? @JeffShavitz

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Section III: Today's Tricks of the Trade



## Section III

### Today's Tricks of the Trade

In today's world, why is it that size doesn't matter? In this section, you'll be updated on the top trends in small business and the practical ways to win advocates and rake in revenues.

# 43

Customers would rather buy a good product from an extraordinary company than an extraordinary product from a bad company. @JeffShavitz

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# 44

When was the last time you “wasted” some money on a new business marketing project? I call it “investing.” @JeffShavitz

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# 45

As a business owner, do you understand your credit card fees? There are lots of “hidden fees” to understand. @JeffShavitz

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# 50

When did you last quantify the results of your last marketing campaign? Was it a gut reaction that “worked” or “didn’t work”?

@JeffShavitz

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# 51

Networking & Networking: Most people do it all wrong. Study your “ROT” (Return on Time) vs. your ROI (Return on Investment).

@JeffShavitz

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## What Are Your Ahas?

Thanks for reading *Jeff Shavitz on  
Small Business AhaMessages!*

Got any “AhaMessages” that would fit  
with this book?

We’d love for you to share them!

Tweet us [@happyabout](https://twitter.com/happyabout) and/or [@JeffShavitz](https://twitter.com/JeffShavitz),  
and tag it with [#smallbiz](https://twitter.com/hashtag/smallbiz).

# About the Author



**Jeff Shavitz** is a successful entrepreneur. He worked as an investment banker at Lehman Brothers in the Corporate Finance/Mergers and Acquisitions Group, specializing in transactions ranging from \$250MM–\$500MM. With an offer in hand to attend graduate school to earn his MBA and continue his climb up the corporate ladder, Jeff consciously decided to leave this fast-paced, well-paying position to start up a one-person business. Friends said, “What is he thinking?”

A passion for creating “a life of his own” was the driving force in determining Jeff’s business future. Out of his New York apartment, while still working on Wall Street, he created “Spectoculars,” a branded paper-folding binocular that received an NFL license in 1991. At Super Bowl XXX, 250,000 pairs were distributed.

Fast-forward several years and Jeff cofounded Charge Card Systems Inc., a national credit card processing company that helps merchants with their processing requirements, including the acceptance of Visa, MasterCard, American Express, and Discover. The company grew to more than 700 sales agents throughout the country with three regional offices. In 2012, Jeff and his partners sold the business to Card Connect, owned by private equity firm FTV Capital. The purchase was the company’s largest acquisition to date.

The culmination of Jeff’s past experiences with the small and mid-size business owners is TrafficJamming LLC ([www.trafficjamming.com](http://www.trafficjamming.com)), a membership association for business owners and entrepreneurs. All businesses want more traffic—in essence, traffic means sales. TrafficJamming provides its members with a destination website filled with information, technology tools, and insights to help grow your business. TrafficJamming is not a buying club or traditional



business group, but rather, a modern organization to help executives realize their professional dreams. Among its many services, TrafficJamming provides proven and cutting-edge technology solutions to help build awareness of our members' products and services—with the ultimate goal of building a loyal tribe of clients.

In addition to *Jeff Shavitz on Small Business AhaMessages™*, Jeff has also published the following books:

- *Size Doesn't Matter*, which hit #1 on the Amazon new releases in Entrepreneurship. In this book, Jeff details his personal and professional experiences, observations, challenges, and rewards in operating small businesses.

- *Jeff Shavitz on The Power of Residual Income*, a collection of 140 AhaMessages which educates business owners on the power of residual and recurring income versus transactional income; and,

- *Jeff Shavitz on Networking*, a collection of 140 AhaMessages that discusses the most effective ways to nurture business relationships. Jeff has developed a philosophy that networking involves "Return on Time" (ROT) — using time properly to develop trusted and authentic relationships to help grow your company.

Jeff received his Bachelor of Arts degree in Economics from Tufts University and spent one semester at the London School of Economics, specializing in finance. He is very active in numerous charitable and civic community organizations and business groups, including Young Presidents' Organization.

He is married and has two daughters, a son, and two dogs. Besides being with family, enjoying good health, and living to see worldwide peace, Jeff's selfish goal is to play the 100 top golf courses in the United States.

To learn more about the author, visit [www.JeffShavitz.com](http://www.JeffShavitz.com) or contact him at [jeff@trafficjamming.com](mailto:jeff@trafficjamming.com) or 800-878-4100.



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<http://aha.pub/smallbiz>.

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**140 Key Axioms That Every  
Business Owner Should Consider**

We always hear 50% of start-up companies fail within a few years. Be optimistic, as you should be one of the 50% that succeed. @JeffShavitz

If you own a small business, you can give yourself any title you like & pick the corner office (even if it's in the basement)! @JeffShavitz

Empathy is a very powerful word. Learn from others, and respect all businesspeople, as making money is hard. @JeffShavitz

When was the last time you "wasted" some money on a new business marketing project? I call it "investing." @JeffShavitz

Many business owners need to work "on" their business vs. "in" their business. @JeffShavitz



Jeff Shavitz is a successful entrepreneur whose passion and purpose for creating "his life" was the driving force behind entering the world of entrepreneurship. His love and respect for the small to mid-size business has manifested in his latest venture, TrafficJamming, a virtual membership group for independent business owners to grow their companies. Jeff graduated from Tufts University and spent a semester at the London School of Economics specializing in finance. He actively participates in business, civic, and philanthropic organizations, including the Young Presidents' Organization. To learn more, visit [www.jeffshavitz.com](http://www.jeffshavitz.com) and [www.trafficjamming.com](http://www.trafficjamming.com).

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