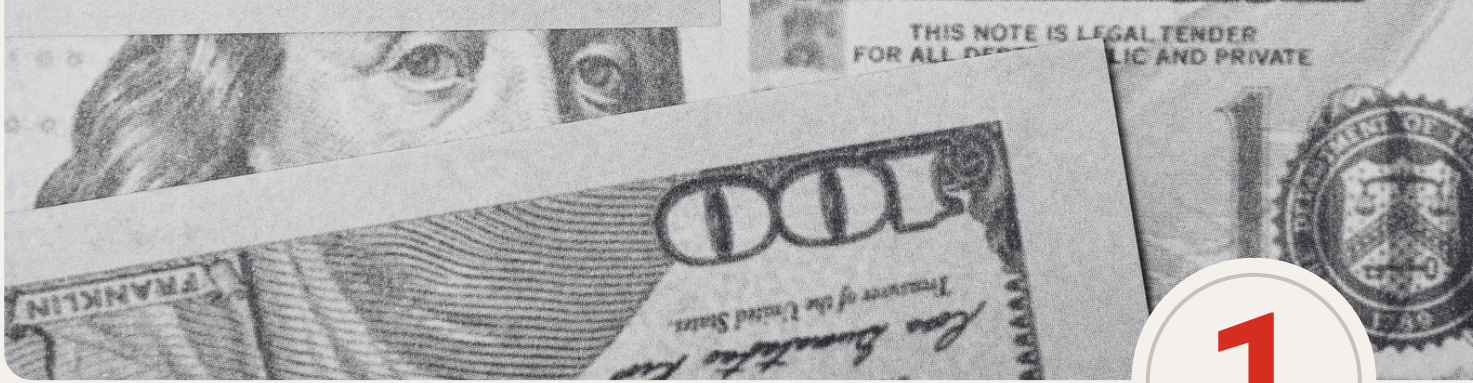




# Top 2(+1) Reasons You're Losing Money

AND WAYS TO STOP IT

MODWARETECH



# Your Time is Money

We all deal with it. We think that our time is best spent in the details when we could pay someone to take care of the details, and we focus on making the business better.

Imagine: if someone offered you \$200 to cut your front lawn, you might think *"No way! For \$200, I could get a lawn mower and cut it myself. And, I get to keep the mower."* But you take four hours cutting the grass. And you get paid \$60 an hour - **so you spent \$240 of your time!** That lawn cut actually lost you \$40.

On the other hand, the time we spend watching TV, or waiting for parts to arrive, or chatting, might not be useful at all. In that case, using that time to knock out some quick repairs, cleaning or paperwork, might make your downtime even more valuable.

- **MODWARE TIP:**

**Make a work day schedule.** For each hour, try to guess what you will be doing. **Then, put a dollar value to that hour.** Only switch tasks if it makes sense, and hire out if you need to keep your high-value hours.

We help businesses like yours to maximize their time by providing affordable software that **reduces your time**, eliminates those wasted paperwork hours, and **costs less** than competitors. We literally save you time and money!



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# Unclear End Goal

As the saying goes, “If you don’t know where you’re going, any road will take you there.” When you’re working on a tough problem, or a business fix, it’s tempting to start thinking, “If I only could get this one thing fixed, we’d be all right.”

In reality, **the goal of your business is bigger than any one task or tool.** Sometimes, we take so long fixing the problem, only to find out - our customers actually cared about something totally different.

Here’s an example: a company I worked for in the past wanted to make it easier on their customers to log into their online portal.

They worked for a year on making their website look more modern, only to realize - their customers didn’t care that the look was outdated: they wanted to have less pages of information to click through, and the new modern website was full of confusing text!

It was a costly, multi-thousand dollar lesson to realize that you need to understand your goal before doing the job.

## ● MODWARE TIP:

**Set the goal first.** As you work, **ask yourself, is this action actually feeding into that goal?** And is the goal really the primary thing that your customers want or your business needs, or is it just a step in the right direction? If it’s just a step, calculate the value of that step compared to the value you hope to get from it.

A stack of papers is shown in the background. In the top right corner, there is a white circle containing a red '+1'.

# Stop Working so Hard!

As the saying goes, “If you don’t know where you’re going, any road will take you there.” Yes, we know you need to hustle to get ahead! We do it too. **But many companies see 20-30% of time spent on waste.**

Not everything has to be hard, especially when there’s an automatic way to handle a process. If you think to yourself, “There has to be an easier way to do this...” someone probably already thought about it, and made an app to do it!

I used to work with water utilities that kept all of their information on paper maps. Hardworking employees simply couldn’t keep all the maps straight. Sometimes, they’d even forget where a pipe was - I saw wooden pipes from the 1800s still in service, because no one could find them!

I’d come in and build simple software so that each pipe would have a number, pictures, and a maintenance schedule. It would cut down the time spent searching for problems by days or weeks, and keep the pipes repaired like new, with all that saved time.

## ● MODWARE TIP:

Doing things manually where software could help, or trying to do tasks out of order, will cause you to have to do parts of the job twice.

**When you have a manual process, reorganize the process to lower the amount of time wasted, and get good software to reduce your busywork.**

# MEET YOUR NEW **TECH GUY**



Hi, I'm Jackson Dunn with Modware Tech.

In the last 10 years of working with businesses, governments and non-profits, I've seen a lot of good and bad business models.

**Every business is different, but they all are fighting for the same thing: to achieve a goal without going bankrupt!** That means our problems are more similar than we'd think.

**I've helped businesses save millions of dollars in waste, and designed software for governments, Fortune 500 companies, and private businesses.** I'll help you identify the gaps and show you how Modware can help you turn your business from a messy, stressful grind into a well-oiled profit machine.

Feel free to reach out anytime!

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